




SOCIAL MEDIA TOOLKIT



Jefferson.edu/GivingDay

FOLLOW US

JEFFERSON HEALTH:


 INSTAGRAM: @JeffersonHealth

 X: @TJUHospital


 FACEBOOK: @JeffersonHealth

 LINKEDIN: @jefferson-health

THOMAS JEFFERSON UNIVERSITY:

 INSTAGRAM: @JeffersonUniv

 X: @JeffersonUniv

 FACEBOOK: @JeffersonUniv

 LINKEDIN: @thomas-jefferson-university

#JEFFERSONGIVINGDAY

#JeffersonGivingDay is an opportunity to celebrate your connection to, and support of, Thomas Jefferson University and Jefferson Health.

- Take a selfie or a photo that represents your love of Jefferson and add a caption that shares what inspires you about Jefferson Giving Day.
- Don't forget to use the hashtag **#JeffersonGivingDay**.
- Post to your Instagram, Facebook, LinkedIn, or X account to spread the word and encourage others to participate in Jefferson Giving Day on April 22-23.



SOCIAL MEDIA ON JEFFERSON GIVING DAY

- Spreading the word on Jefferson Giving Day (April 22-23) is important! Post 1-3 messages on Facebook, Instagram, or X throughout each day to keep your network informed. Often, midday and late afternoon to early evening are peak giving times, when many people are at lunch or have finished work.
- LinkedIn is a powerful tool to connect your professional network with Jefferson's work. Share what you love about Jefferson, explain why you are making a gift on Giving Day, and encourage others to join you on this day of generosity.
- Re-post or share graphics and updates from Thomas Jefferson University and Jefferson Health accounts. This will encourage others to learn more about Jefferson Giving Day.
- Make sure to ask people to give at Jefferson.edu/GivingDay before the 48-hour campaign ends at 11:59 p.m. on April 23. There are many creative ways to remind people – make it yours!
- Don't forget to use [#JeffersonGivingDay](https://Jefferson.edu/GivingDay) with every post to be captured in our social media highlights.



POST ON X

#JEFFERSONGIVINGDAY



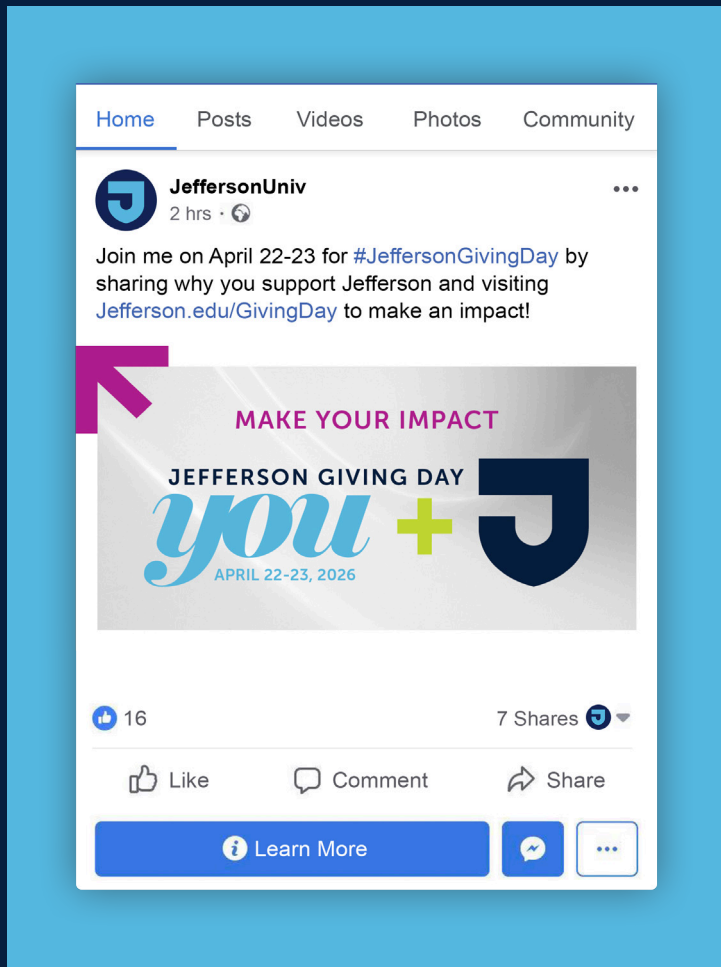
SAMPLE X POSTS:

- Excited to share that April 22-23 is **#JeffersonGivingDay**, a 48-hour event celebrating the generosity of **@TJUHospital** and **@JeffersonUniv** communities in **#Philadelphia**. Repost to spread the word and visit **Jefferson.edu/GivingDay**.
- Mark your calendars for April 22-23 — **#JeffersonGivingDay**. Join me and many other Jefferson employees, patients, alumni, and friends in making a difference during this special two-day event. **Jefferson.edu/GivingDay**
- Join me on April 22-23 for **#JeffersonGivingDay**. Let's come together and make an impact during this year's exciting 48-hour event. Learn more by visiting: **Jefferson.edu/GivingDay**.



POST ON FACEBOOK

#JEFFERSONGIVINGDAY



SAMPLE FACEBOOK POSTS:

- Mark your calendars! April 22-23 is the annual **#JeffersonGivingDay** at **@JeffersonHealth** and **@JeffersonUniv**. Sign up for more information and save the date at **Jefferson.edu/GivingDay** today.
- This year, **#JeffersonGivingDay** will be going strong for 48 hours as we celebrate the generosity of **@JeffersonHealth** and **@JeffersonUniv** community members. Learn how you can join the celebration on April 22-23 at **Jefferson.edu/GivingDay!**
- Join me on April 22-23 for **#JeffersonGivingDay** by sharing why you support Jefferson and visiting **Jefferson.edu/GivingDay** to make an impact!
- Employees, patients, students, alumni, and friends of **@JeffersonHealth** and **@JeffersonUniv** are making an impact for **#JeffersonGivingDay** on April 22-23. Don't wait to join the celebration. Visit **Jefferson.edu/GivingDay** to make your gift and share on social media using **#JeffersonGivingDay**.



POST ON INSTAGRAM

#JEFFERSONGIVINGDAY



SAMPLE INSTAGRAM POSTS:

- Save the Date: April 22-23! Jefferson Giving Day is all about making a difference together. Let's unite during this special two-day event to celebrate generosity, impact, and the power of giving. Will you join me?

Visit Jefferson.edu/GivingDay for more details. [#JeffersonGivingDay](https://Jefferson.edu/GivingDay)

- Mark your calendars for April 22-23—48 hours to give, celebrate, and create lasting change! Will you join me in making this [#JeffersonGivingDay](https://Jefferson.edu/GivingDay) an unforgettable one? Head to Jefferson.edu/GivingDay for the details. You + Jefferson = ❤️

Visit Jefferson.edu/GivingDay for more details.

- Join me this [#JeffersonGivingDay](https://Jefferson.edu/GivingDay) on April 22-23, and help spread the word! It'll be 48 hours of generosity, impact, and celebration. Together, we can make an incredible difference for Jefferson patients, students, employees, and our community.

Get more details at: Jefferson.edu/GivingDay

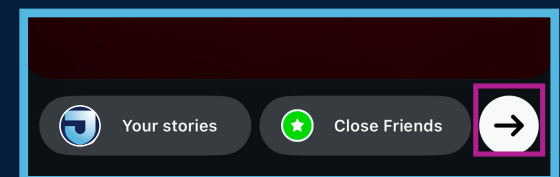
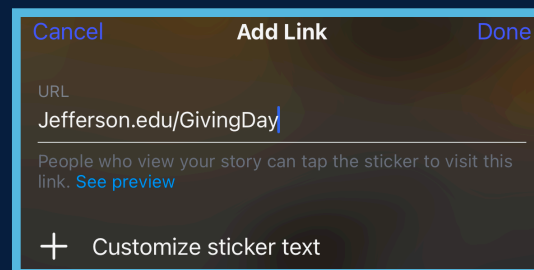
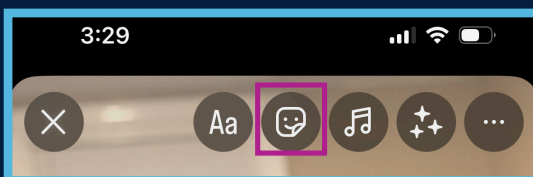
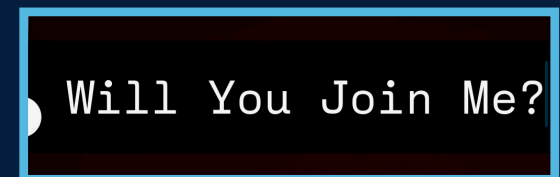
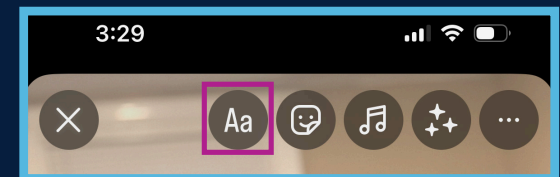
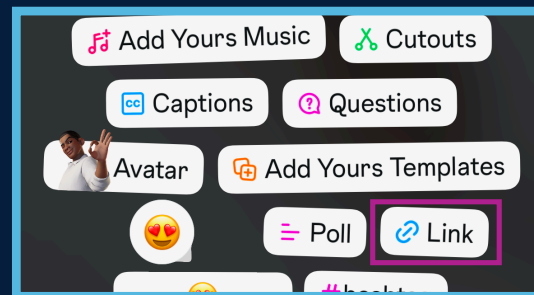
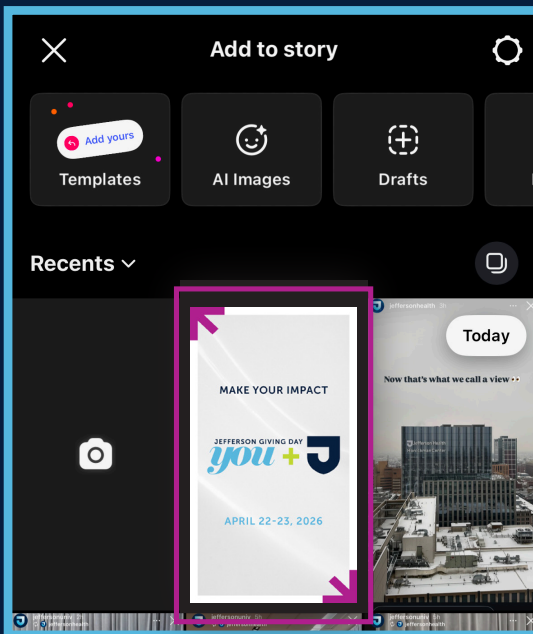


INSTAGRAM STORY



POST AN INSTAGRAM STORY

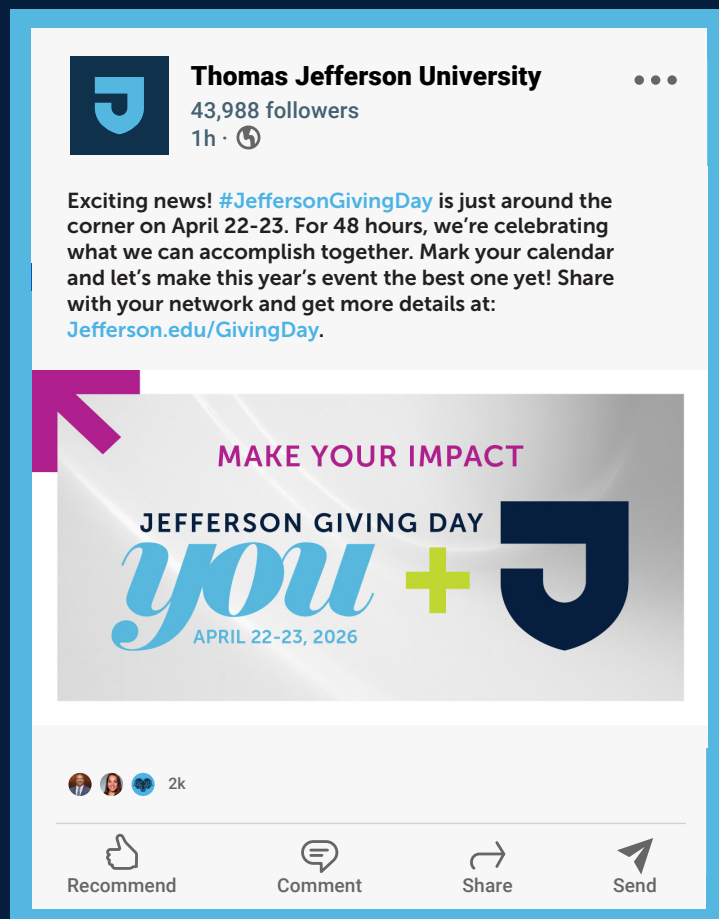
- Tap “Your Story+” on Instagram
- Add the Instagram story Giving Day image as your background.
- Tap the stickers icon, which appears as a smiley face.
- Scroll to find the “link” sticker and tap. Then enter the URL as: [Jefferson.edu/GivingDay](https://jefferson.edu/GivingDay).
- Click “See preview” to make sure the link is correct. Then click “Done.”
- Adjust the position of the link on your story as needed.
- If you’d like, click the font icon to add a short message, such as “Will You Join Me?”
- Click the arrow at the bottom of the story to share.



POST ON LINKEDIN

#JEFFERSONGIVINGDAY

LinkedIn is the perfect platform to share your story as a Jefferson employee! When creating your post, start by thinking about the following questions: What does being part of Jefferson mean to you? What do you love most about Jefferson? Why is Jefferson a great place to work? Why do you donate on Giving Day? Why should someone join you in supporting Jefferson on Giving Day?



SAMPLE LINKEDIN POST:

- Save the date! Jefferson Giving Day is on April 22-23, and it's your chance to make a meaningful impact in our community. Join me and many other Jefferson employees, patients, alumni, and friends in making a difference during this year's special two-day event. Learn more at: Jefferson.edu/GivingDay
- Exciting news! **#JeffersonGivingDay** is just around the corner on April 22-23. For 48 hours, we're celebrating what we can accomplish together. Mark your calendar and let's make this year's event the best one yet! Share with your network and get more details at: Jefferson.edu/GivingDay
- I'm thrilled to be an advocate for **#JeffersonGivingDay** on April 22-23! This is our chance to come together and make a meaningful impact. I'd love for you to join me in supporting this incredible celebration of generosity with [@jefferson-health](https://www.linkedin.com/company/jefferson-health) and [@thomas-jefferson-university](https://www.linkedin.com/company/thomas-jefferson-university). Find out more by visiting: Jefferson.edu/GivingDay



THANK
you

We'll share "thank you" graphics with you after Giving Day. Please use them to thank your peers and the Jefferson community for stepping up on Jefferson Giving Day!



CONTACT

Thank you for your support on Jefferson Giving Day. This event could not be successful without advocates like you. We're incredibly grateful.

QUESTIONS? Please contact Sarah Wright at sarah.wright@jefferson.edu.

[Jefferson.edu/GivingDay](https://jefferson.edu/GivingDay)