

# social media toolkit

**reimagine** | The Campaign  
for Jefferson

# Contents

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## Follow Us

Thomas Jefferson University	2
Jefferson Health Center City	3
Abington – Jefferson Health	4
Magee Rehabilitation	5
Jefferson Health – New Jersey	6
Jefferson Health – Northeast	7

Twitter	8
---------	---

Instagram	9
-----------	---

Facebook	10
----------	----

LinkedIn	13
----------	----

# follow us

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## WEBSITE

reimagine.jefferson.edu

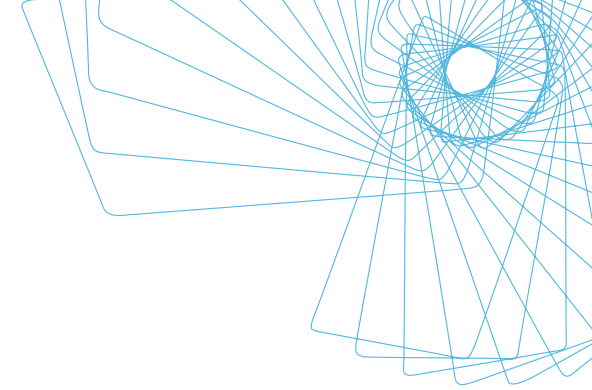
### TELL EVERYONE "I'M IN" BY JOINING THE CONVERSATION!

Don't forget to use the hashtag **#ImInForJefferson** to spread the word about what Jefferson is doing and why you are supporting the Reimagine Campaign. We might even share your post on our social media or in an upcoming newsletter!

## THOMAS JEFFERSON UNIVERSITY

    : @JeffersonUniv

 : Thomas Jefferson University Hospitals



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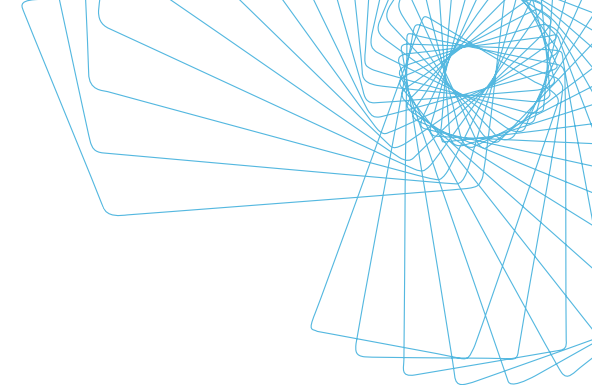
## JEFFERSON HEALTH CENTER CITY

: @JeffersonHealth

: @TJUHospital

: @JeffersonHospital

: Thomas Jefferson University Hospitals



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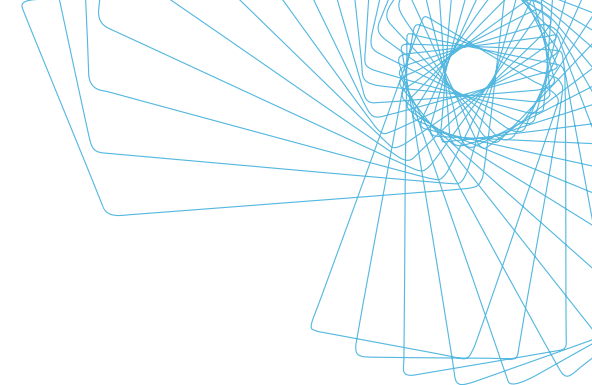
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## ABINGTON – JEFFERSON HEALTH

  : @AbingtonJeff

 : @AbingtonJeffersonHealth

 : Abington – Jefferson Health



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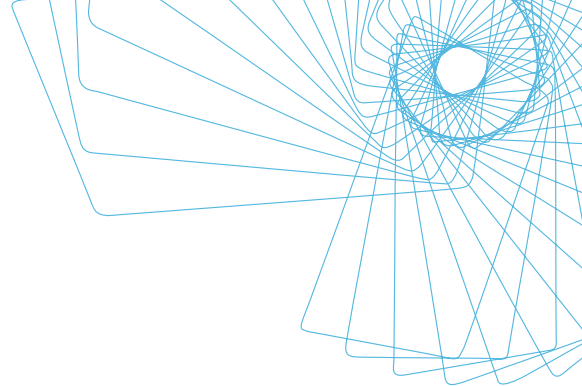
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## MAGEE REHABILITATION

: @MageeRehabilitation

 : @MageeRehab

: Magee Rehabilitation



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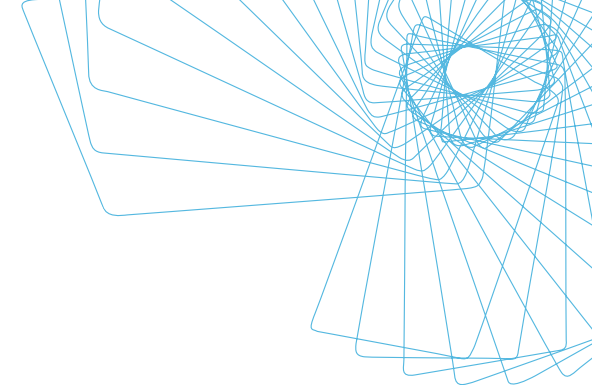
## JEFFERSON HEALTH – NEW JERSEY

: @JeffersonHealthNJ

: @JeffHealthNJ

: @JeffersonHealthNewJersey

: Jefferson Health New Jersey



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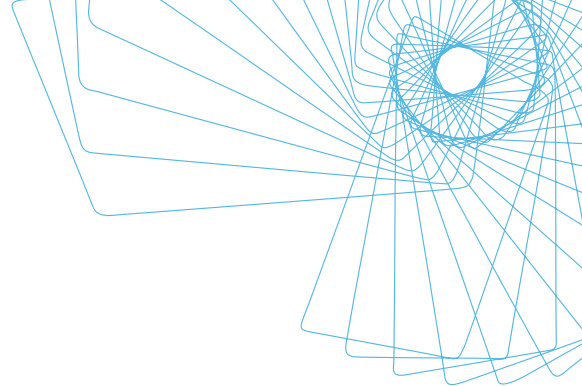
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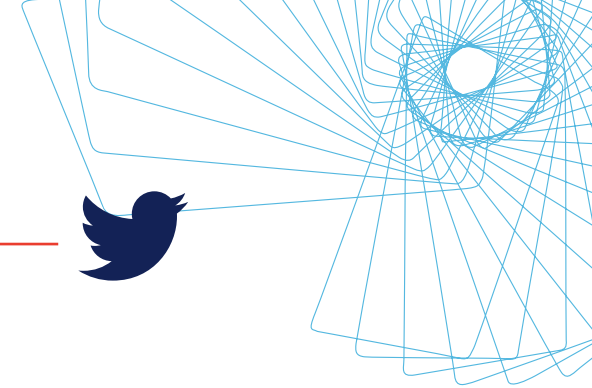
## JEFFERSON HEALTH – NORTHEAST

  : @JeffersonHealthNJ

 : Aria - Jefferson Health







## #ImInForJefferson



### Sample Jefferson Health Posts

While some strive to reform healthcare, Jefferson is busy reimagining it. **#ImInForJefferson**

The Reimagine Campaign is changing the way patients think about health and healthcare. **#ImInForJefferson**

What if we made bigger strides toward a better future? Jefferson is taking the next step. **#ImInForJefferson**

The Reimagine Campaign is all about linking ideas to impact. **#ImInForJefferson** because I want to help make ideas into reality!

### Sample Thomas Jefferson University Posts

The Reimagine Campaign is creating the university of the 21st century. **#ImInForJefferson**

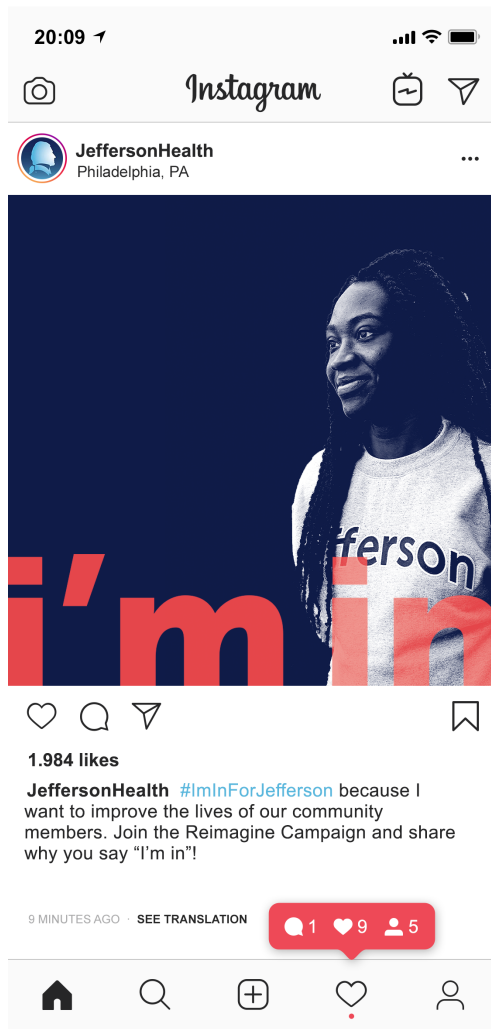
The Reimagine Campaign is about what's next for Jefferson students, training and empowering them for the careers of tomorrow that will make an impact on society. **#ImInForJefferson**

What if we made bigger strides toward a better future? Jefferson is taking the next step. **#ImInForJefferson**

The Reimagine Campaign is all about linking ideas to impact. **#ImInForJefferson** because I want to help make ideas into reality!

# instagram

## #ImInForJefferson



### Sample Jefferson Health Posts

**#ImInForJefferson** because I want to improve the lives of our community members. Join the Reimagine Campaign and share why you say "I'm in"!

The Reimagine Campaign for Jefferson is changing the way patients think about health and healthcare. **#ImInForJefferson**

The Reimagine Campaign is about the 21st century house call and bringing Jefferson's care to where patients live. **#ImInForJefferson**

### Sample Thomas Jefferson University Posts

The Reimagine Campaign for Jefferson is creating the university of the 21st century. **#ImInForJefferson**

**#ImInForJefferson** to prepare students for tomorrow's work.

Join the Reimagine Campaign as we empower students for the careers of tomorrow that will make an impact on society. **#ImInForJefferson**



## #ImInForJefferson



### Sample Jefferson Health Posts

**#ImInForJefferson** because I want to improve the lives of our community members and make an impact at **@JeffersonHospital**. Join me in supporting the Reimagine Campaign: [reimagine.jefferson.edu](https://reimagine.jefferson.edu)

Jefferson is changing the way patients think about health and healthcare. The Reimagine Campaign is about the 21st century house call and bringing Jefferson's care to where patients live. Learn how you can make an impact: [reimagine.jefferson.edu](https://reimagine.jefferson.edu)

### Sample Thomas Jefferson University Posts


**#ImInForJefferson** because I want to improve lives and make an impact at **@JeffersonUniv**. Join me in supporting the Reimagine Campaign by sharing why you're in for Jefferson! [reimagine.jefferson.edu](https://reimagine.jefferson.edu)

Jefferson is creating the university of the 21st century. It's about what's next for **@JeffersonUniv** students, empowering them for the careers of tomorrow that will make an impact on society. **#ImInForJefferson**, are you? [reimagine.jefferson.edu](https://reimagine.jefferson.edu)

# fundraise on facebook



Create a fundraiser for yourself or someone else, or another cause that's important to you.




**Raise money for you or a friend**  
Money raised will be deposited into your bank account.

Select Category



**Raise money for a nonprofit**  
Money raised will go directly to the nonprofit.

Select Nonprofit



Let's start with the basics


Who are you raising money for?

How much money do you want to raise? ⓘ

200 USD

When should your fundraiser end? ⓘ

Jun 30, 2019



Tell your story

What's the title of your fundraiser? ⓘ

My Reimagine Campaign Fundraiser

Why are you raising money? ⓘ

The Reimagine Campaign is changing the way patients think about health and healthcare. It's about the 21st century house call and bringing Jefferson's care to where patients live. #ImInForJefferson, are you?

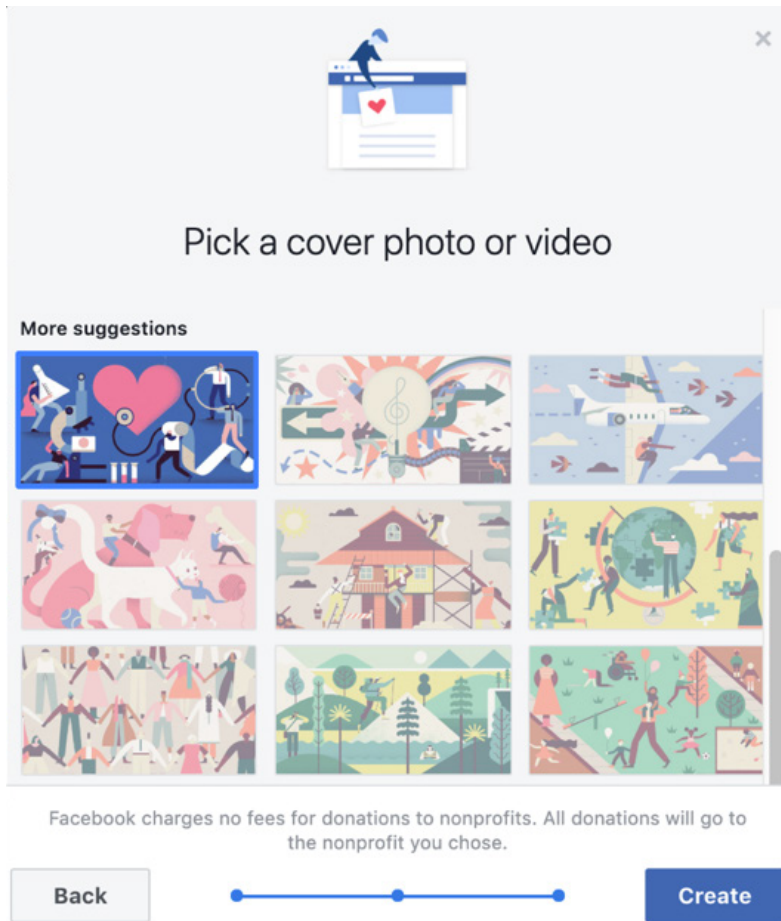
- Visit [Facebook.com/Fundraisers](https://Facebook.com/Fundraisers). You can start your fundraiser here, as well as view frequently asked questions about fundraising on Facebook.
- To start your fundraiser, click "Select Nonprofit."
- You will be prompted to fill out the following information:
  - Who are you raising money for?
    - Thomas Jefferson University Hospital
    - Thomas Jefferson University
  - How much money do you want to raise?
  - When should your fundraiser end?
- You will be asked to give your fundraiser a title, as well as provide an explanation for why you are raising money.

Next

Back

Next

# fundraise on facebook

A screenshot of the Facebook fundraiser creation interface. At the top, there is a close button (X) and an icon of a person sitting at a desk with a heart on the screen. Below this is the text "Pick a cover photo or video". Underneath, there is a section titled "More suggestions" followed by a grid of nine colorful, stylized illustrations representing various causes: a heart with a stethoscope, a musical note, a plane, a unicorn, a house, a globe, a group of people, a landscape with trees, and a person running. At the bottom, there is a text line: "Facebook charges no fees for donations to nonprofits. All donations will go to the nonprofit you chose." Below this text are three elements: a "Back" button, a progress bar with a blue line and three dots, and a "Create" button.

Pick a cover photo or video

More suggestions

Facebook charges no fees for donations to nonprofits. All donations will go to the nonprofit you chose.

Back

Create

- You will be able to choose a cover photo or video for your fundraiser.
- Click "Create" and you're all set!



## #ImInForJefferson



### Sample Jefferson Health Posts

**#ImInForJefferson** because I want to improve the lives of our community members and make an impact at **Thomas Jefferson University Hospitals**. Join me in supporting the Reimagine Campaign: [reimagine.jefferson.edu](https://reimagine.jefferson.edu)

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