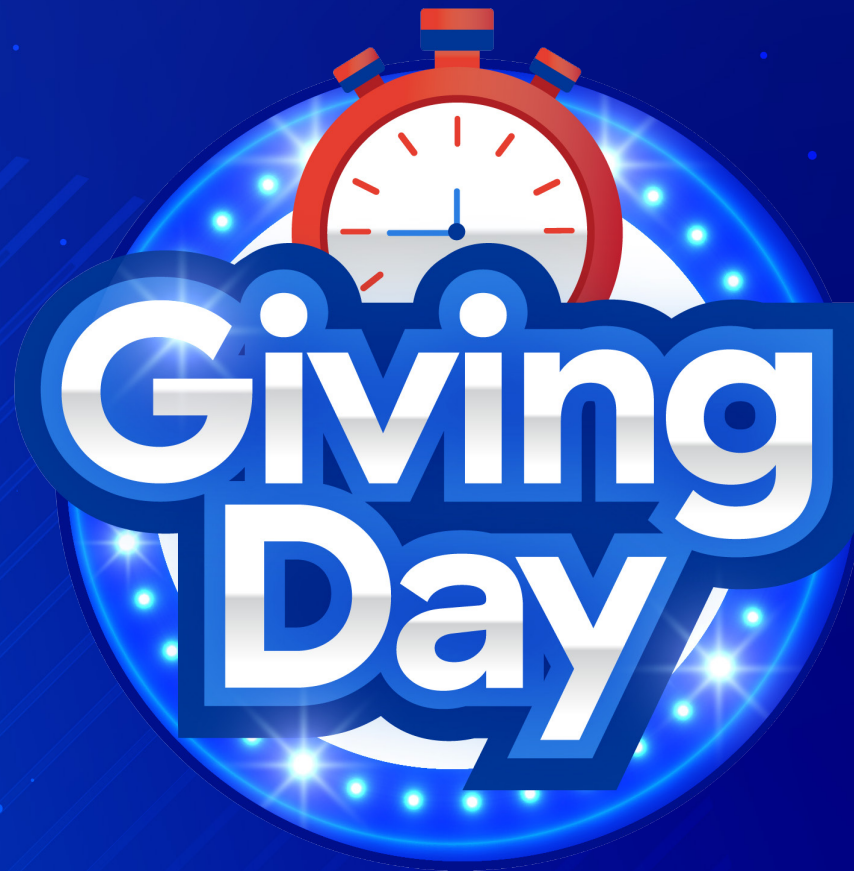




Jefferson
HOME OF SIDNEY KIMMEL MEDICAL COLLEGE

reimagine
C A M P A I G N



one day.one purpose. | 4.20.23

Jefferson Giving Day
social media toolkit

follow us



WEBSITE:

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

JEFFERSON HEALTH:

Instagram: @JeffersonHealth

Twitter: @TJUHospital

Facebook: @JeffersonHospital

LinkedIn: @thomas-jefferson-university-hospitals

THOMAS JEFFERSON UNIVERSITY:

Snapchat: @JeffersonUniv

Instagram: @JeffersonUniv

Twitter: @JeffersonUniv

Facebook: @JeffersonUniv

LinkedIn: @thomas-jefferson-university

#ImInForJefferson

#ImInForJefferson 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 caption the photo to explain why you're in for Jefferson
- Don't forget to use the hashtag **#ImInForJefferson**
- Post it to Instagram, Facebook, LinkedIn, or Twitter to spread the word and encourage others to participate in Jefferson Giving Day on April 20!

social media on jefferson giving day



- Spreading the word on Jefferson Giving Day (April 20) is most important! We recommend social media ambassadors aim to post 3-4 messages on Facebook, Instagram, or Twitter throughout the day to keep your network informed. According to national data trends, lunch time and after work are peak times for people to give.
- 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 24 hour campaign ends at 11:59 p.m. on April 20. There are many creative ways to remind people – make it yours!
- Don't forget to use #ImInForJefferson with every post in order for it to be captured in our social media highlights and raffles.

tweet



#ImInForJefferson



Sample Tweets:

- “Mark your calendars! April 20 is the annual **#JeffersonGivingDay**. **#ImInForJefferson**, are you?”
- “**#JeffersonGivingDay** is a 24 hour campaign celebrating the generosity of **@tjuhospital** and **@jeffersonuniv** community members. Learn how you can have an impact on April 20 at **Jefferson.edu/GivingDay**! **#ImInForJefferson**”
- “**#ImInForJefferson** because I want to improve the lives of our community members. Join me on April 20 for **#JeffersonGivingDay** by sharing why you’re in for Jefferson and visiting **Jefferson.edu/GivingDay** to make an impact!”
- “Join employees, patients, students, alumni, and friends of **@tjuhospital** and **@jeffersonuniv** for **#JeffersonGivingDay** on April 20 at **Jefferson.edu/GivingDay**. **#ImInForJefferson** and you should be too!”

post on facebook



#ImInForJefferson



Sample Facebook Posts:

- "Mark your calendars! April 20 is the annual **#JeffersonGivingDay** at **@JeffersonHospital** and **@JeffersonUniv**. Sign up for more information and save the date at **Jefferson.edu/GivingDay** today. **#ImInForJefferson**, are you?"
- "**#JeffersonGivingDay** is a 24 hour campaign celebrating the generosity of **@JeffersonHospital** and **@jeffersonuniv** community members. Learn how you can join the celebration on April 20 at **Jefferson.edu/GivingDay**!"
- "**#ImInForJefferson** because I want to improve the lives of our community members and make an impact at **@JeffersonHospital** and **@JeffersonUniv**. Join me on April 20 for **#JeffersonGivingDay** by sharing why you're in for Jefferson and visiting **Jefferson.edu/GivingDay** to make your gift!"
- "Employees, patients, students, alumni, and friends of **@tjuhospital** and **@jeffersonuniv** are making an impact for **#JeffersonGivingDay** on April 20. Don't wait to join the celebration. Visit **Jefferson.edu/GivingDay** to make your gift and share on social media using **#ImInForJefferson**"

post on instagram



#ImInForJefferson



Sample Instagram Posts:

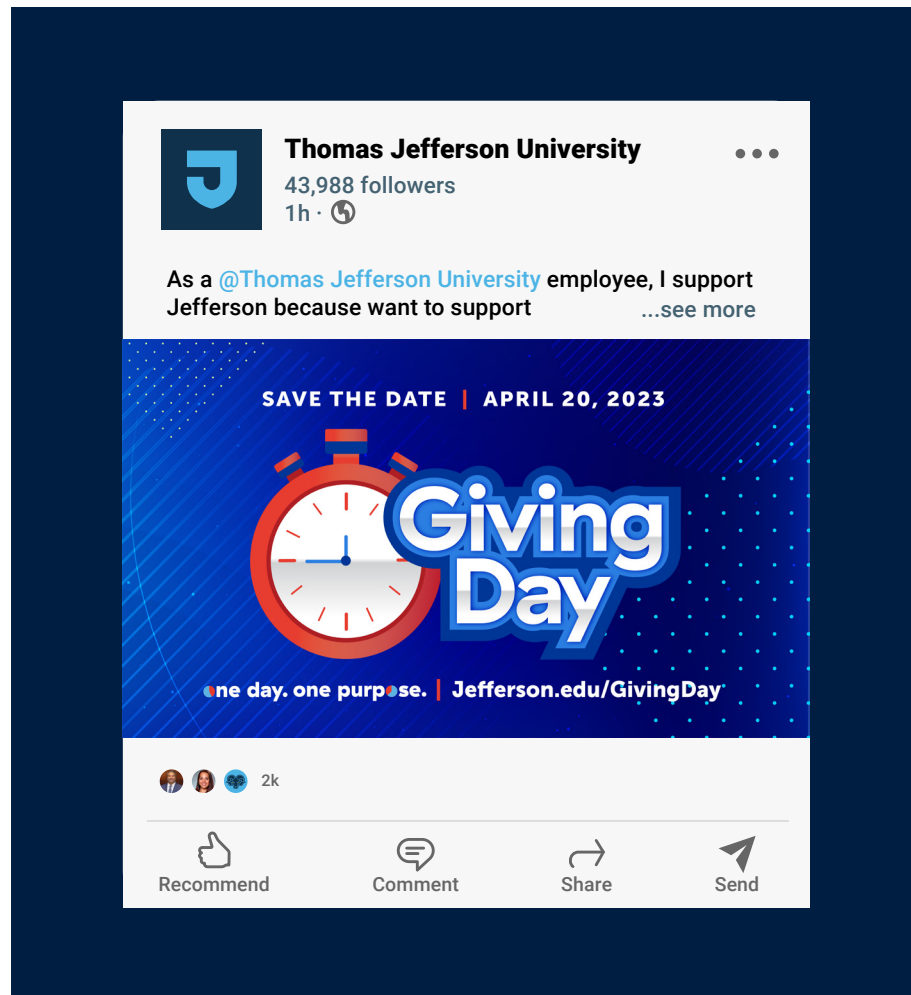
- “**#JeffersonGivingDay** is a 24 hour campaign celebrating the generosity of **@jeffersonhealth** and **@jeffersonuniv** community members. Learn how you can have an impact on April 20 at **Jefferson.edu/GivingDay!** **#ImInForJefferson**”
- “**#ImInForJefferson** because I want to improve the lives of our community members. Join me on April 20 for **#JeffersonGivingDay** by sharing why you’re in for Jefferson and visiting **Jefferson.edu/GivingDay** to make an impact!”
- “Join employees, patients, students, alumni, and friends of **@jeffersonhealth** and **@jeffersonuniv** for **#JeffersonGivingDay** on April 20 at **Jefferson.edu/GivingDay**. **#ImInForJefferson** and you should be too!”

post on LinkedIn



#ImInForJefferson

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:

As a [@Thomas Jefferson University Hospitals/@Thomas Jefferson University] employee, I support Jefferson because [INSERT REASON - e.g., Jefferson's mission of improving lives is important to me/I care for my colleagues/I love caring for patients/I want to support our students/making a difference in my community is important to me/Jefferson is home to me and I believe in giving at home].

On April 20, the Jefferson community comes together for #JeffersonGivingDay—to support Jefferson's work and to make the work that employees like me do possible.

I'm participating in Giving Day, and I hope you do, too!

When you join us today, you improve the lives of our patients. You give students the chance of an excellent education and the experience and skills to change the world after they graduate. When you give, you help employees like me do our work and show us that you're in our corner.

Join me in supporting Jefferson on Giving Day! Visit Jefferson.edu/GivingDay to learn more.

#ImInForJefferson

thank you!

We will share Thank You graphics for you to post after Giving Day to thank your peers and the Jefferson community for stepping up for one day and one purpose: Jefferson Giving Day!

contact

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

Questions? Please contact Sarah Wright at sarah.wright@jefferson.edu or call (215) 955-0977.

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