

Shine a Light On Saint Joseph's College

Social Media Tool Kit
for 2019 Giving Day
#SJCSHine





**Thank you so much for supporting SJC
& helping us spread the word about
Giving Day on March 19, 2019!**

**You play a HUGE role
in making this day a success!**



facebook.com/SaintJosephsCollegeOfMaine
facebook.com/SaintJosephsCollegeMEAlumni



instagram.com/SaintJosephsCollege

Follow Us

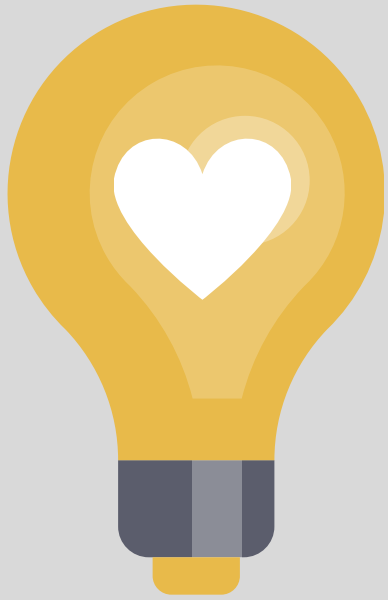
Post, like, comment and share posts leading up to March 19th and let people know why you are planning on supporting SJC!
*Make sure to tag your posts with **#SJCShine***



twitter.com/SaintJosephsME



youtube.com/user/StJoesCollegeMaine



The week before...

Post on Facebook, Instagram, & Twitter

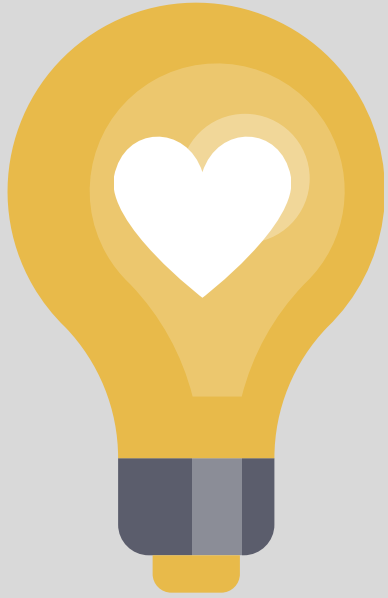
Post a message, image, or even a video & let your friends know about SJC Giving Day!

RSVP "attending" on the Giving Day Facebook event.

Share an SJC post about Giving Day or make your own (samples below)

- *I am proud to be a part of Saint Joseph's College's 1st Giving Day as we help #SJCSHine on March 19th!*
- *Everyone can have an impact on Saint Joseph's College this March 19th! I am giving today to support current & future Monks! #SJCSHine.*
- *Give your time, voice, & support on March 19th as we help #SJCSHine and raise \$56,000 to support current & future students!*

Don't forget to share the Giving Page: sjcme.edu/giving-day



Giving Day, March 19th...

Post on Facebook, Instagram, & Twitter

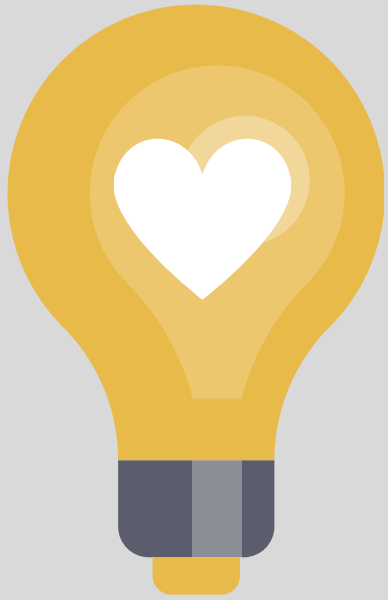
Post a message, image, or even a video & let your friends know it is SJC Giving Day!

Make your gift at sjcme.edu/giving-day

Post a picture and testimonial about SJC & encourage others to give!

Share one of our status updates! We will be posting across social media all day.

Don't forget to share the Giving Page: sjcme.edu/giving-day



But what do I say?

Take to social to share your love for SJC!

Make your posts original, fun, interactive, and uniquely YOU.

Need ideas to get you started?

- Share a picture of you, a child, or pet wearing your SJC gear or holding #SJCSHine signs or light bulbs.
- Set a temporary profile picture of our Giving Day logo on March 19th.
- Change your Facebook banner picture to support the Giving Day.
- Post a throwback photo of your time at Saint Joseph's College, and share your excitement about Giving Day.
- Share a video or photo of you & your alumni friends hanging out, at an SJC game, or attending an Alumni event.
- Post a video on our event page about how excited you are!

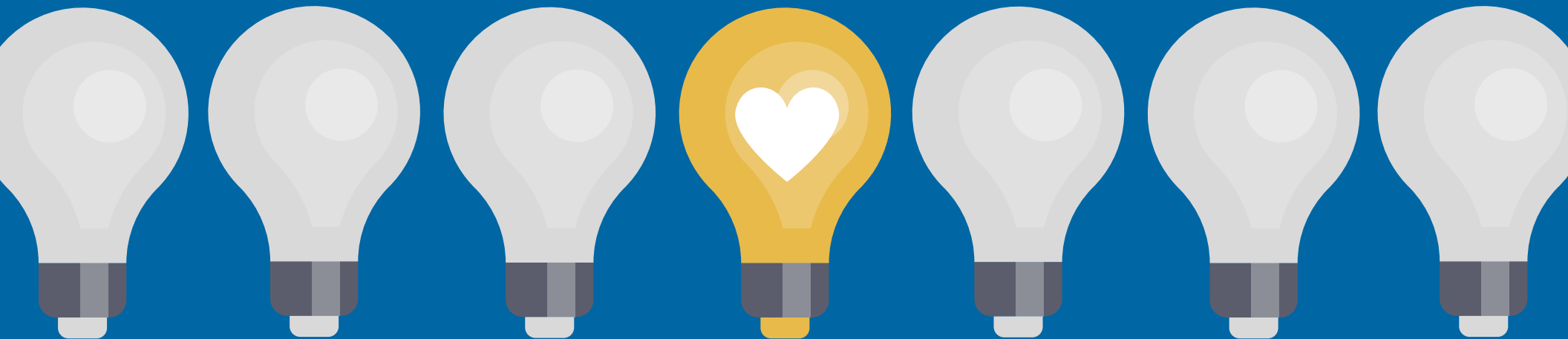
Don't forget to tag our posts with #SJCSHine and share the Giving Page: sjcme.edu/giving-day

Take a selfie with the
light bulb & let us know
how you are shining the
light on Saint Joseph's
College this March 19th!



I SUPPORT SAINT JOSEPH'S COLLEGE...

Help #SJC SHINE on Giving Day, March 19, 2019



THANK YOU FOR...



Help **#SJC SHINE** on Giving Day, March 19, 2019

