Social Media Post Samples

Tips:

- Use the #ugive hashtag in every post
- Always include a link to the main u.give page or your specific fund in every post
- Include pictures and/or videos in your posts as much as possible
  - If posting to Instagram or Facebook stories, horizontal videos are best!
- Personal accounts: Tag your friends both in your posts as well as the comments to encourage others to share, too!
- Participate in social media challenges
- Anyone who registers as a u.give Ambassador will receive a custom link so they can track how many donations have come in through their efforts! If you are a champion and receive a custom link, make sure to share that one instead of the general u.give links.

Pre-u.give Pages

- Get ready, #Tritons, @UCSanDiego #ugive is finally here! In the next 1960 minutes we will show how great it is to be part of the non-tradition. Make your gift to (school/college/unit) on May 16-17, 2019. (link)
- What will you do in the next minute? #ugive. 32 hours to create a stronger UC San Diego – May 16-17, 2019
• Spread the word! #ugive is here, May 16-17, 2019! 32 hours: Ever minute matters.
• There are more than 1960 reasons to make a gift during u.give. Find your reason. #ugive: May 16-17, 2019.
• For 32 hours on May 16-17, #TritonPride @UCSanDiego will be come together to create a stronger university. Save the date for #ugive!
• #ugive is a 32-hour initiative, where you can celebrate your favorite aspects of the University through giving. Support the funds, schools & colleges, or campuses you’re passionate about and share in the excitement surrounding UC San Diego’s bright future.#ugive: May 16-17, 2019
• 1960 reasons to give. 32 Hours. One stronger UC San Diego. #ugive: May 16-17, 2019 (link)

Personal

• I made my minute count. Will you? #ugive. 1960 minutes. Make one matter. u.give – May 16-17, 2019
• For 32 hours on May 16-17, #TritonPride @UCSanDiego will be come together to create a stronger university. Save the date #ugive!
• I’ll be supporting XXXX during #ugive on May 16-17! Will you join me? (link)
• 1960 reasons to give. 32 Hours. One stronger UC San Diego. #ugive: May 16-17, 2019 (link)

During #ugive

Pages

• Today’s the day, #Tritons! Let’s celebrate our favorite parts of @UCSanDiego and create a stronger university together. #ugive: (link)
• What you do in the next minute matters. Make a gift for #ugive before it’s too late: (link)
• Every gift matters! Support your favorite part of @UCSanDiego! Make a gift for #ugive before it’s too late: (link)
• Make the next minute matter. Please make a gift to (insert fund/school/college/unit name)! #ugive (link) (photo)
Personal

- UC San Diego gave me an invaluable education and unforgettable memories. I’m making a gift during #ugive to ensure future UC San Diego students can share this same experience. Join me! (link)
- A minute can change the world. Take a minute to make a gift to your favorite part of @UCSanDiego! Make a gift for #ugive before it’s too late: (link)
- I chose to make a gift during #ugive because __________. Will you join me? (link) (photo)
- I just supported XXXX for #ugive! Now it’s your turn. I challenge @NAME, @NAME, @NAME to join me! (link)

After u.give

Pages & Personal

- We did it! We proved that together we are extraordinary! We raised XX to support (insert school/college/unit/fund). Thank you, #TritonPride @UCSanDiego! (thank you graphic/video)
- Thank you for making #ugive a success, #TritonPride @UCSanDiego! Your generosity will help so many (insert school/college/unit name) students.
- Thank you, from @UCSanDiego #TritonPride for making #ugive a success! (thank you video)