HOW TO POST ON SOCIAL MEDIA

Note: You must already be signed up as an ambassador.

Step 1: Go to your Ambassador Dashboard (See “How to log into your Ambassador Dashboard Guide”)

Step 2: Click on social media icon

Step 3: Write your post.

TIP: You can use the sample posts below as a starting point. For alternative graphics to use in your posts and social media, make sure to check out the Day of Caring Marketing Toolkit.

When posting and sharing about u.care on social media, it has come to our attention that using the word “u.care” on Instagram or Twitter automatically links to an unknown Chinese website. Therefore, please do not include the period when typing ucare for social media posts on Instagram and Twitter.

Step 4: Make sure to ALWAYS include your personal referral link in your outreach so that your results can
be tracked to your efforts. Your link will automatically populate when you click on the social media icon button from your dashboard

SAMPLE POSTS:

Only ## hours left to show how #UCSDCares during our 32 hours ucare campaign. Join me by reaching out to a fellow Triton today. Don’t forget to use the #UCSDCares hashtag.

UC San Diego Day of Caring is a chance to show the world #UCSDCares. Let’s come together to make a difference by supporting our fellow Tritons with a text, call, or posting a video on social media. If you are able, you can make a gift to support funds that are directly impacting our fight against COVID-19.

I encourage all my fellow Triton alumni to support UC San Diego’s Day of Caring. Post a video, call a friend, or make a gift. Let’s make a difference right now, and let’s do it together! #UCSDCares

Thank you to @(insert name) for joining me to show how #UCSDCares. Now is the time to make a difference. Who else will join us? (Tag friends here by putting @ and adding their names)