SOCIAL MEDIA POST SAMPLES

Tips

- Use the #UCSDCares hashtag in every post.
- Always include a link to the main u.care 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.
- If your project is offering a match or challenge be sure to highlight it in a post.
- Personal accounts: Tag your friends both in your posts as well as the comments to encourage others to share.
- Anyone who registers as a u.care ambassador will receive a custom link so they can track how many donations have come in through their efforts. If you are an ambassador and receive a custom link, make sure to share that one instead of the general u.care links.
- If posting on Twitter or Instagram, it has come to our attention that using the word “u.care” automatically links to an unknown website. Therefore, please do not include the period when typing ucare for social media posts on Instagram and Twitter.

FAQs

Q: How will u.care be promoted on social media?

A: The @UCSanDiegoGiving Facebook, Twitter and Instagram accounts will post u.care social media content prior to, during, and after the 32 hours using the hashtag #UCSDCares. Promotional videos will be shared on @UCSanDiegoGiving channels prior to the launch of u.care.

Q: How should I use my school, unit, or group’s social media channels for u.care?

A: Before u.care

- Encourage people to share the u.care graphics that are provided in the toolkit.
- Share u.care posts from @UCSanDiegoGiving and other UC San Diego units.
- Share content that displays the impact philanthropy has at UC San Diego.
- Share messages of caring testimonials from students, staff, faculty or alumni.
During u.care

- Continually like and share updates on the status of your project throughout u.care. Include dollar and donor updates when possible.
- Encourage participation in matches and challenges
- Share student, alumni, faculty and staff testimonials stating, “Why I give...”
- Real time stewardship thanking donors who self-identify as u.care donors on social media, or following the donor wall and picking out random names to thank (Best platforms for this: Twitter and Instagram)

After u.care

- Share total results.
- Thank your donors and all who supported your cause during #UCSDCares
- Reshare stewardship messaging posted by @UCSanDiegoGiving

Q: What channels should I post to?
A: Any and all, though we will provide graphics sized primarily for Facebook, Instagram and Twitter.

Pre-u.care

Official UC San Diego Accounts

- Together, we can help save lives, spread empathy and impact our world. Join @UCSanDiego May 13-14 for u.care. #UCSDCares
- What will you do in the next minute? Show #UCSDCares, 32 hours to create a stronger UC San Diego: May 13-14, 2020
- Join @ucsandiego May 13-14 for u.care and honor our founding year with 1,960 minutes of giving. Alumni, faculty, staff, students and community members will choose their cause, share their stories, and give to impact our world. #UCSDCares
- Is your #TritonPride strong? Sign up to become a u.care ambassador at ucare.ucsd.edu and share with the world what makes @ucsandiego great! #UCSDCares
- Save the date! On May 13 Tritons around the world are going to give back and pay it forward. Join us for #UCSDCares and help showcase the ways UC San Diego and our community care: ucare.ucsd.edu

Personal Accounts
For 32 hours on May 13-14, #TritonPride @UCSanDiego will come together to create a stronger university. Save the date #UCSDCares!

I’ll be supporting XXX during #UCSDCares on May 13-14! Will you join me? [insert link here]

Scholarships made it possible for me to attend @ucsandiego. On May 13, I’ll be making a gift to support scholarships so a new generation of Tritons can have as great a college experience as I did. Join me for #UCSDCares: ucare.ucsd.edu

As a @ucsandiego student, my favorite professor was [PROFESSOR NAME]. Who was yours? You can support faculty and their research with a gift on #UCSDCares! Make your gift before midnight at ucare.ucsd.edu

During u.care

Official UC San Diego Accounts

Today’s the day, #Tritons! Let’s celebrate our favorite parts of @UCSanDiego, the exciting new moments to come, and the stronger university we are creating together. #UCSDCares: (insert link here)

What you do in the next minute can have a huge impact on our students now and in the future. Make a video to show #UCSDCares: (insert link here)

Get ready, #Tritons @UCSanDiego, ucare is finally here! In the next 1,960 minutes we will show how great it is to be part of the nontradition. Support (school/college/unit) on May 13-14, 2021 (insert link here) #UCSDCares

MATCH/CHALLENGE ALERT! [insert your unit’s match or challenge details and post with the corresponding image from the toolkit] #UCSDCares

Personal Accounts

@ucsandiego gave me an invaluable education and unforgettable memories I could never imagine having. Today I’m showing #UCSDCares to ensure future UC San Diego students can share this same experience. Join me for ucare! (insert link here)

I just supported XXX for @UCSDCares! Now it’s your turn. I challenge @Name, @Name, @Name to join me! (insert link here)

MATCH/CHALLENGE ALERT! [insert your project’s match or challenge details and post with the corresponding image from the toolkit] #UCSDCares

After u.care

Official UC San Diego and Personal Accounts

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

- Thank you, from @UCSanDiego for making #UCSDCares a success! We look forward to seeing what the next 60 years will bring with your help. (thank you video)

- THANK YOU!! To our amazing supporters — we can’t thank you enough for making @ucsandiego’s Day of Caring 2021 our best yet! Whether you were able to give a little or a lot, or simply shared a positive experience about our students, faculty, staff or health care system, it goes a long way. Thank you. #UCSDCares

- Thank you, Tritons! Your enthusiasm and generosity have made this our biggest, most successful Day of Caring ever! The incredible support you’ve shown will fuel success in the classroom, breakthroughs in the laboratory, and victories on the field for thousands of your fellow Tritons. On behalf of our students, our faculty and the entire UC San Diego community, thank you for making such a powerful impact. #UCSDCares