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 a 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.

Important Note: 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 hyperlinks to an unknown 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:

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

Only ## hours left to show how #UCSDCares during our Day of Caring. Join me by reaching out to a fellow Triton today to check out ucare.ucsd.edu. Don’t forget to use the #UCSDCares hashtag.

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: (link)

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 social media account handles)