

**CELEBRATING  
DIFFERENCE  
MAKERS**

**HOLY  
CROSS  
175**

**GIVING CHALLENGE**

**JANUARY 25-26, 2019**

## BEST SOCIAL MEDIA PRACTICES

**FOR ADVOCATES**

**5**  
DAYS  
BEFORE

### January 20

- Share Difference Makers teaser video on Facebook and Twitter. Add your own message! Be sure to link to [holycross.edu/differencemakers](http://holycross.edu/differencemakers).
- *Suggested text:* "On January 25-26, WE can make a difference together! #HolyCross175"

**1**  
DAY  
BEFORE

### January 24

- Post the day-before teaser graphic on Twitter and Instagram Story. Add your own message! Be sure to link to [holycross.edu/differencemakers](http://holycross.edu/differencemakers).
- *Suggested text:* "Tomorrow is the big day! Will YOU be a Difference Maker? #HolyCross175"

**DAY ONE**  
JAN. 25

### January 25

- Share the College's post on Facebook, Twitter, LinkedIn, and/or Instagram.
- **SNAP** a photo and post it on Twitter and Instagram with your own personal message - why you chose to make a difference to Holy Cross.
  - **TAG** your post with #HolyCross175.
  - Make sure your Twitter and Instagram are PUBLIC or your post will not be added to the hashtag mosaic.
  - If you do not wish to post publicly, you can TEXT your photo to (814) 205-9973 to be added to the hashtag mosaic.
- Share your own giving link on your other platforms, either with a graphic, video, or just as a text post.
- Keep an eye on the College and Alumni accounts for posts to re-share with your followers.

**DAY TWO**  
JAN. 26

### January 26

- If you haven't already (or if you want to submit another photo to the hashtag mosaic), **SNAP** a photo and post it on Twitter and Instagram with your own personal message - why you chose to make a difference to Holy Cross.
  - **TAG** your post with #HolyCross175.
  - Make sure your Twitter and Instagram are PUBLIC or your post will not be added to the hashtag mosaic.
  - If you do not wish to post publicly, you can TEXT your photo to (814) 205-9973 to be added to the hashtag mosaic.
- Share your own giving link on your other platforms, either with a graphic, video, or just as a text post.
- Keep an eye on the College and Alumni accounts for posts to re-share with your followers.
- Going to Homecoming? Post a photo on campus and share on Twitter and Instagram. Encourage your followers to participate in the fun!

**DAY  
AFTER**

### January 27

- Share the College's post on Facebook, Twitter, LinkedIn, and Instagram. Add your own "Thank You" message
- Keep an eye out for a "Thank You" video from the College following the Challenge to share with your followers.