

LET'S GET SOCIAL!



#UBCGivingDay
givingday.ubc.ca

Engaging Your Audience

Here are some ways to tap into social media and connect with your followers!

General Tips

- ✓ [Follow these instructions](#) to add your favourite Giving Day cause to your Instagram bio, so people can donate in just a few clicks.
- ✓ Use the hashtag [#UBCGivingDay](#), an easy way for people to find out about the day.
- ✓ Use emojis to make your message or favourite cause visually interesting.
- ✓ Engage your community by tagging them in your posts and stories.
- ✓ Share live updates at important moments throughout the day. For example, when challenges or matches are unlocked.
- ✓ Set a countdown leading up to UBC Giving Day on Instagram Stories.

Photos

Need some photos on the go? [Download these images](#) from UBC. At the in-person event? Snap some photos of your friends having fun. Including text with your photo? Make sure the text is clear and visible against the image background.