# Social Media Toolkit—STAGiving Day 2017

Thank you for participating as a social media ambassador for STAGiving Day. Your contributions before and during the event on March 8, 2017 help spread the word about this 24-hour opportunity to make an impact on Fairfield University students.

This toolkit of best practices will make it easy for you to post, promote and share your Stag pride and enthusiasm for STAGiving Day, and is tailored to best suit both your own social network preferences and the University's overall social media strategy. While this kit details how to interact with STAGiving Day on all major social platforms—Facebook, Twitter, Instagram, LinkedIn and Snapchat—don't feel obligated to post on every single one. As an ambassador for this event, you'll be most effective posting where you're most comfortable.

After reading, if you have any other questions on how to best be a social media ambassador, contact the University's social media marketing manager, Eric Mayrhofer, by e-mail at emayrhofer@fairfield.edu.

## Handles to Know
Facebook: @Fairfield University
Twitter: @fairfieldu
Instagram: @fairfieldu
Snapchat: @fairfieldu
LinkedIn: @Fairfield University

## Hashtags You Can Use
#STAGiving (this should be on all posts that can have hashtags)
#FairfieldU
#Fairfield75
#StagCountry
#StagPride
#GoStags

## Introducing GiveCampus

This year, Fairfield University is using a new tool, GiveCampus, to reach its STAGiving Day goals. GiveCampus is a social giving tool that lets donors support specific challenges, or simply the University's overall goal for the day. You can see Fairfield's specific STAGiving Day challenges at the following link:

http://bit.ly/1qpS8Jp

GiveCampus lets you donate easily to STAGiving Day, and to share your participation on social media, specifically Facebook and Twitter. Here's how:

1. At the top of the donation page, beneath the video, click either the Facebook or Twitter button. If clicking the Twitter button, a pre-populated message appears.
2. In the pop-up window, create your message. If using the Twitter option, adjust the pre-populated text to a more personal message about STAGiving Day. On both Facebook and Twitter, be sure to include the hashtag #STAGiving.

You can also let your friends and followers know on Facebook, Twitter, Instagram or Snapchat in advance of STAGiving Day. The details of posting on each platform are below; however, since Twitter still has its 140-character limit, here are some messages you can use (for any platform) that fit Twitter's specific parameters:

On #STAGiving Day, I'm using GiveCampus to impact the future of @FairfieldU:
http://bit.ly/1qpS8Jp

I'm not just going to GiveCampus—I'm giving **\*to\*** my campus, @FairfieldU!
http://bit.ly/1qpS8Jp #STAGiving

March 8, let's crowdfund the future of @fairfieldu—it's #STAGiving Day on GiveCampus:
http://bit.ly/1qpS8Jp

## Facebook

When posting on Facebook, be as visual as possible. Your friends will respond more to visual content than a post with only text. Visual content can be:
- Photo
- Video

When posting a photo or video, either image type can come directly from your smartphone; no camerawork is needed. If filming a short video, hold your phone horizontally for the best image. When posting either image type, include a caption about your enthusiasm for Fairfield and the importance of STAGiving Day, along with a link to the University's STAGiving Day webpage. Finally, tag Fairfield University in your posts by typing "@Fairfield University," and include the hashtag #STAGiving.

*Profile and Cover Images*
Use one of the STAGiving Day cover images on your Facebook profile before and during STAGiving Day. If you'd like to make a Fairfield-themed profile picture, great! Some ideas are pictures of you at your favorite spot on campus, from your own college days in Stag Country (if you're alumni) or you wearing your favorite piece of Fairfield clothing.



(click on the image above to download)

## Twitter
The same guideline regarding visual content on Facebook applies to tweets as well. The thing that's different about Twitter is the 140-character limit. This limit does not account for video or photos, but does apply to each letter, and the spaces between words, in your posts.

You can create your own message for Twitter, or, for ease of posting, use any of the prepared messages below.

## Before STAGiving Day
March 8, I'm giving @fairfieldu a #birthday gift on #STAGiving Day. http://bit.ly/1qpS8Jp Stags, let's help make it a special day.

March 8, I'm going to impact the future of @fairfieldu. Join me? http://bit.ly/1qpS8Jp

#STAGiving Day is almost here! http://bit.ly/1qpS8Jp This year I'm making a special b-day gift for @fairfieldu.

#STAGiving Day is almost here! http://bit.ly/1qpS8Jp Proud @StagsAlumni here, ready to make an impact.

## On STAGiving Day
It's a great day to be a Stag. I'm showing my pride by giving to @fairfieldu on #STAGiving Day: http://bit.ly/1qpS8Jp

Today I'm making an impact on #STAGiving Day. #HappyBirthday @fairfieldu! http://bit.ly/1qpS8Jp

Happy to help celebrate #Fairfield75 with a #STAGiving Day gift. Join me: http://bit.ly/1qpS8Jp

Putting this out there: http://bit.ly/1qpS8Jp Who's awesome enough to join me in impacting @FairfieldU today? #STAGiving

Fellow Stags, there's still time on #STAGiving Day to give @fairfieldu a special #Fairfield75 gift: http://bit.ly/1qpS8Jp

Made a gift on #STAGiving Day, and now I'm part of the future @fairfieldu: http://bit.ly/1qpS8Jp

**Twitter Profile and Banner Images**
As we are doing with Facebook content, we've provided a cover image that you can add to your Twitter account, and, if you wish, you can customize your profile picture to show off your Stag pride.
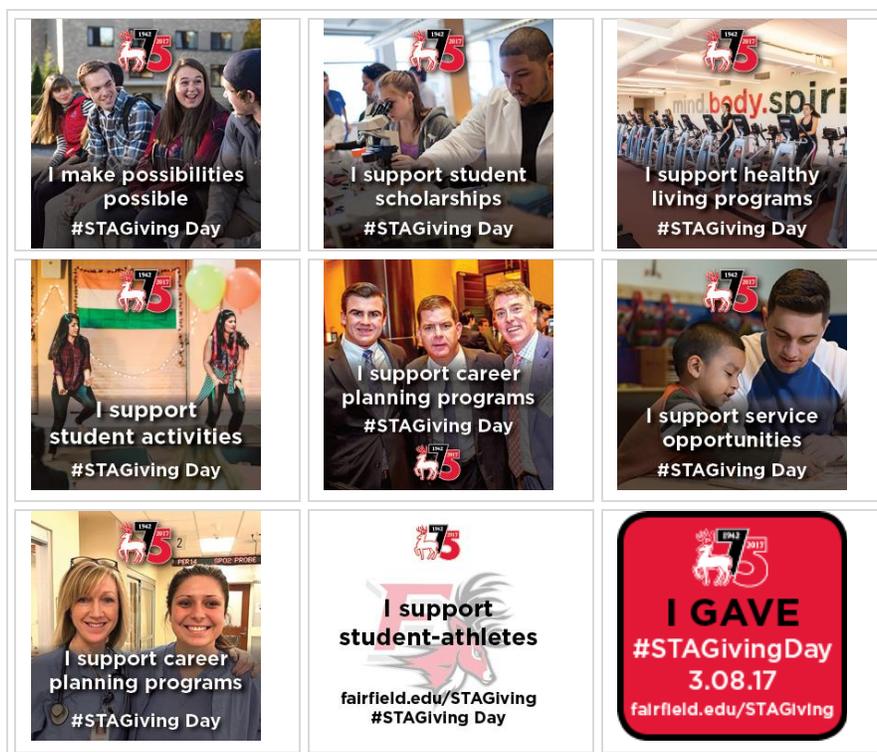


(click on the image above to download)

**Instagram**
The best practice here is that still photos do much better than video on Instagram. But what to post? Pictures could include:

- A selfie in your favorite Fairfield clothing
- A photo of your thank you e-mail on your computer/phone screen after making your STAGiving Day gift

These photo ideas are also good to use for your Facebook, Twitter, Snapchat or LinkedIn posts.

(click on the images above to download)

In addition, you can add this link to the STAGiving Day page to your bio: http://bit.ly/1qpS8Jp. Mention that the link is in your post. Instagram doesn't allow clickable links in your post captions, but this is an easy workaround.

## Snapchat

Snapchat is the social network of vertical photo and video. You can't use clickable links, but you can post photos to your public story that include text, drawings and use of Snapchat's special lenses, filters and stickers. If you use Snapchat, post to your public story with a selfie decorated in red and white, a photo showing off your gift, or a series of Snapchat's 10-second video clips explaining what STAGiving Day is all about, and why you're participating.

You can also show your enthusiasm by sending a snap directly to the University's account. Send @fairfieldu a message in the form of a photo, and we'll record and share it on the University's own public Snapchat story.

## LinkedIn

As opposed to other, less formal social networks, LinkedIn is all about your professional achievements. If you want to share on STAGiving Day how a Fairfield education helped you prepare for your career, this is the place to do it. To post, you can use the provided link (http://bit.ly/1qpS8Jp) to go to the STAGiving webpage, along with your message, in which you can tag the University by typing "@Fairfield University," and then clicking our name from the available options that populate as you type.