

## SOCIAL MEDIA TOOLKIT

- Social media profile image.
- Facebook & Twitter banner images.
- Images for posting plus pre-made messaging.

## CAMPUS MAIL DOOR HANGERS

- Mailed February 1st.
- Will be printed and sent to each individual SIU employee on campus.
- Feel free to have these displayed throughout your building.

## IMPORTANT INFORMATION

**GIVING DAY WEBSITE:** [siuday.siu.edu](http://siuday.siu.edu)

### **FOLLOW SIU FOUNDATION:**

**Facebook:** SIU Foundation

[facebook.com/SIUFoundationCdale](https://facebook.com/SIUFoundationCdale)

**Twitter:** @siufoundation

[twitter.com/SIUFoundation](https://twitter.com/SIUFoundation)

**Instagram:** siufoundation

[instagram.com/siufoundation](https://instagram.com/siufoundation)

### **CONTACT US:**

Any questions regarding the toolkit, contact Britni Bateman at [britnib@foundation.siu.edu](mailto:britnib@foundation.siu.edu)

## VIRTUAL EVENT ON FEBRUARY 28

- Day of Giving livestream on the SIU Alumni Association Facebook page: [facebook.com/SIUAlumni](https://facebook.com/SIUAlumni)
- Encourage everyone to watch the livestream between 10 a.m. and 2 p.m. or having it streaming on any communal monitors
- Challenges and matches

## ON-CAMPUS IDEAS FOR FEBRUARY 28

- Have a booth in your building to represent your college/unit with giveaways and handouts that include the QR code to give online.
- Students can also scan the Venmo QR code to give.
- Join us at Morris Library's first-floor rotunda at 3 p.m. for a press conference update from Chancellor Lane.
- Display digital monitor graphic on digital monitors.

## SOCIAL MEDIA TIMELINE

*How can I help get the word out?*

- Post graphics from the toolkit on social media.
- Create your own social media graphics using the SIU Day of Giving social media Canva templates.
- Invite Facebook friends associated with SIU and the community to the Day of Giving Facebook Event Page.

*Save the Date: Jan 8*

- Share the SIU Day of Giving video.
- Email video link to faculty and staff, and let others know to mark their calendars for the event.

*Announcing Giving Day: February 1*

- Share the SIU Day of Giving video.
- Email video link and let others know to mark their calendars for the event.
- Change Facebook/Twitter profile pictures and Facebook/Twitter cover photos to Day of Giving branding.
- Post on social media to let your followers know about SIU Day of Giving on February 28 using pre-made posts. Personalize the message to your college or unit.
- Share the official SIU Day of Giving Facebook event and invite Facebook friends associated with SIU to the event page.

*Wednesday, February 28*

- Make your gift at [siuday.siu.edu](http://siuday.siu.edu)
- Share the official SIU Foundation Day of Giving feature video.
- Post throughout the day.
- Share the SIU Foundation's social media posts/tweets on that day.
- If you know someone who made a gift, thank them.

*Thursday, February 29*

- Make a social media post thanking your donors during SIU Day of Giving.

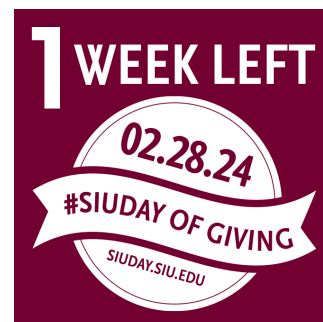
## SOCIAL MEDIA TOOLKIT GRAPHICS



PROFILE PICTURE



FACEBOOK & TWITTER COVER IMAGE



EXAMPLE GRAPHICS

## **SAMPLE TWEETS: Share with video link or social media graphics**

### **[Pre-event]**

- This #SIUDay of Giving, your gift, big or small, fuels dreams and ignites change. Be a part of the extraordinary journey of our students and faculty. Together, we're making a difference every single day! siuday.siu.edu
- From research breakthroughs to community service, SIU is changing the world every day. On this #SIUDay of Giving, join us! Your support in these 24 hours can propel us even further. siuday.siu.edu
- Every Saluki has the power to make an impact. Your gift on #SIUDay of Giving reaches far beyond campus, echoing into our communities and beyond. Let's unite for a cause that uplifts us all! siuday.siu.edu
- #SIUDay of Giving is here and every minute counts. Your support today helps turn student dreams into reality. Let's make this day count, Salukis! siuday.siu.edu
- Every gift, no matter the size, has the power to transform lives at SIU. Get ready to make a difference on Wednesday, February 28, for #SIUDay of Giving! siuday.siu.edu
- Behind every Saluki success is your support. As we gear up for #SIUDay of Giving, let's remember the impact we can make together. Join us on Feb 28! siuday.siu.edu
- Last #SIUDayOfGiving, we achieved incredible milestones thanks to your generosity. Let's aim higher this year! Mark Feb 28 on your calendar. siuday.siu.edu
- Counting down to #SIUDay of Giving! Let's come together to support our campus community. Your involvement makes all the difference. siuday.siu.edu
- This Valentine's Day, show some love for SIU! Two weeks until #SIUDay of Giving. Let's spread the love and support for our Saluki family! siuday.siu.edu
- One week until #SIUDay of Giving! Every Saluki can be a part of something big. Let's make history with our collective generosity. Get ready to give! siuday.siu.edu
- Tomorrow is the big day! #SIUDay of Giving is your chance to make a real difference. Let's show the world what the Saluki community is capable of! siuday.siu.edu
- Imagine a day at SIU: From dawn lectures to midnight research breakthroughs. On #SIUDay of Giving, your 24-hour support turns these daily wonders into lasting legacies. siuday.siu.edu
- In a single day at SIU, minds are inspired, dreams are forged, and futures are shaped. Join us on #SIUDay of Giving to fuel these daily achievements in just 24 hours! siuday.siu.edu
- From sunrise studies to sunset achievements, a lot happens in a day at SIU. On #SIUDay of Giving, your contribution makes these moments possible. Let's make one day count for years to come! siuday.siu.edu
- Each day, SIU students and faculty build, create, innovate. In just 24 hours, your support on #SIUDay of Giving can propel this daily progress into extraordinary futures. siuday.siu.edu
- Artists paint, musicians compose, scientists explore – all in a day's work at SIU. Your 24-hour support on #SIUDay of Giving brings these daily creations to life. siuday.siu.edu
- In just one day, athletes train, scholars study, and leaders emerge at SIU. On #SIUDay of Giving, you can champion these daily victories in a span of 24 hours. siuday.siu.edu
- Every morning brings new opportunities at SIU, and every night concludes with achievements. On #SIUDay of Giving, your support transforms a single day into endless possibilities. siuday.siu.edu
- A day at SIU is filled with collaboration, learning, and growth. In 24 hours of giving, you can be a part of this vibrant daily journey. Let's make a lasting impact together! siuday.siu.edu
- From the first light of learning to the final spark of evening innovation, SIU is alive with activity. On #SIUDay of Giving, your support in these 24 hours ignites a brighter future for all. siuday.siu.edu

### **[February 28]**

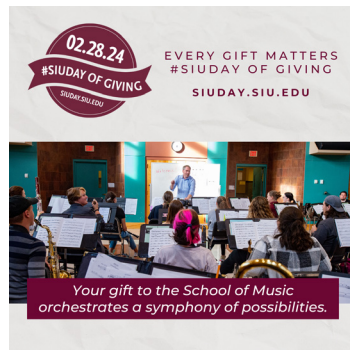
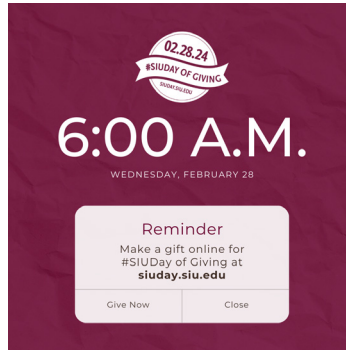
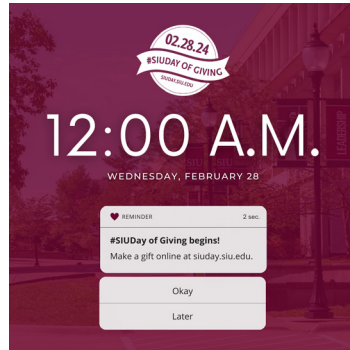
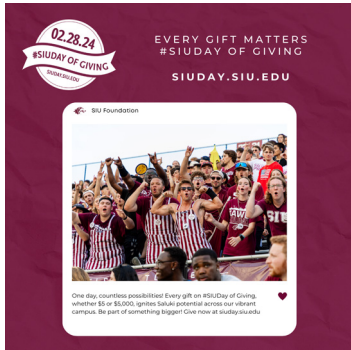
- Today's the day! #SIUDay of Giving is here. Join us in making a lasting impact in just 24 hours. Every gift, big or small, counts. Let's do this, Salukis! siuday.siu.edu
- Today's the day, Salukis! Every contribution on #SIUDay of Giving makes a difference. Join us in shaping a brighter future for every student, one gift at a time. Let's show the world the power of the Saluki spirit! siuday.siu.edu

### **[February 29]**

- A heartfelt THANK YOU to everyone who participated in #SIUDay of Giving. Your generosity and support have been overwhelming, and together, we've made a lasting impact. Here's to the bright future we're building together! siuday.siu.edu
- Thank you to each and every one of you who contributed to #SIUDay of Giving. Your support makes a world of difference in the lives of our students and faculty. siuday.siu.edu

## SOCIAL MEDIA POST IDEAS & CANVA TEMPLATES

- Take photos of students with Flat Saluki talking about a helping hand or donation they received as a student. Download Flat Saluki here: [siuf.org/flat-saluki-siuday](http://siuf.org/flat-saluki-siuday)
- Utilize Canva template for Day of Giving design: [bit.ly/siuday-canva](http://bit.ly/siuday-canva)
- Switch out images to students, faculty, staff, etc in your college/unit to promote your needs on SIU Day of Giving.



Scan this QR code to access the SIU Day of Giving Canva social media templates.

## INSTAGRAM

- Post a selfie of faculty and staff in best Saluki gear and share what you love most about SIU! Your selfie can include an SIU mug, SIU sweater, a selfie in your office or teaching environment, etc.
- When posting on Instagram, be sure to use the official hashtag #SIUDAY and encourage others to “spread the word” and support Giving Day by sharing the giving website: [siuday.siu.edu](http://siuday.siu.edu).

## SELFIE SIGNS

- Spread the word individually or with your group by posing for a selfie with one of our printable signs. Post these selfies on social media using hashtag #SIUDAY.



## EMAIL EXAMPLE SENT BY SIU FOUNDATION



### Every Gift Matters

SIU Day of Giving stands as a powerful reminder that every contribution, no matter the size, plays a vital role in shaping the future. Our beloved university is a hub of daily innovation and impact, touching lives and making a difference in the world in countless ways.

This year, as we step into a promising new era, we invite you to join us in celebrating the extraordinary achievements and bright future of SIU. Your support, big or small, is more than a gift – it's a testament to the belief that together, we can create a lasting impact.

On Wednesday, February 28, take a moment to be part of this remarkable journey. Visit [www.siuday.siu.edu](http://www.siuday.siu.edu) and make a difference in just 24 hours. Whether it's inspiring a student, fueling groundbreaking research, or supporting our community initiatives, your donation on the SIU Day of Giving is a powerful statement of support and solidarity.

Every gift matters. Every Saluki counts. Together, let's continue to make an impact that resonates today, tomorrow, and beyond.

[WATCH THE DAY OF GIVING VIDEO](#)

PRINT & EMAIL COMMUNICATIONS CALENDARS

January 2024

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1	2 Update siuf.org with Day of Giving Info	3	4	5	6	7
8 Day of Giving Video	9 Email: Save the Date	10	11 Email	12	13	14
15	16 Email	17	18 Email	19	20	21
22	23 Email	24	25 Email	26	27	28
29 Campus Mail: Door Hangers	30 Email: Dean's Message / AR Video	31 Email: Dean's Message / AR Video				

February 2024

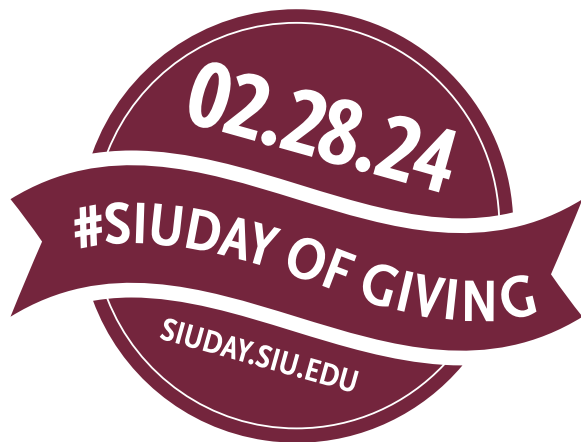
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
			1 Email: Dean's Message / AR Video	2 Email: Dean's Message / AR Video	3	4
5	6 Email	7	8 Email	9	10	11
12 Postcards to donors	13 Email	14	15 Email	16	17	18
19	20 Email: Faculty/Staff	21 Text: One Week	22 Email: Students	23	24	25
26 Street Banner on Route 13	27 Email: Reminder	28 Emails/Texts: See below	29 Email/Social: Thank you video			

Emails

12 a.m. 8 a.m.  
12 p.m. 4 p.m.  
8 p.m. 11 p.m.

Text Messages

Text messages for each college/unit  
that includes A/R video link.



# FEBRUARY 28

## SIU DAY OF GIVING

On Wednesday, February 28, SIU is hosting its annual Day of Giving – a 24-hour online giving campaign. We hope you will join us and make a special gift on #SIUDAY to help move SIU forward.

### HERE'S HOW YOU CAN HELP MAKE A DIFFERENCE:

**GIVE:** Everyone can make a difference, and the SIU Day of Giving is the perfect time to prove it. Visit [siuday.siu.edu](http://siuday.siu.edu) between 12 a.m. and 11:59 p.m. on February 28, to make your gift in support of SIU! Join us for the Day of Giving livestream on the SIU Alumni Association Facebook page: [facebook.com/SIUAlumni](https://facebook.com/SIUAlumni).

**SHARE:** Spread the word about #SIUDAY of Giving. Post on Facebook, Twitter, Instagram and LinkedIn to share why you give back to SIU. Make sure you use #SIUDAY to see your content on the Day of Giving social media wall.

**ASK:** Ask your personal network to join you in making a gift!

### FOLLOW US:

You can follow our social media wall throughout the day, learn about current student experiences and share your Saluki pride!



Make a gift that can create life-changing experiences for current and future students!

For more information about #SIUDAY of Giving, scan the QR code below with your smartphone.



# SIUDAY.SIU.EDU



SIU FOUNDATION