



Media Guide

10 Tips to Get Social Media Ready for *GivingTuesday*

What is *GivingTuesday*?

GivingTuesday is celebrated on the Tuesday following Thanksgiving (in the U.S.) and the widely recognized Black Friday and Cyber Monday shopping events. This global day of giving has become a powerful movement.

This year many companies, their employees and customers will be joining millions of other people around the world in supporting the causes they care about. If you're planning to join in on the Goodness, a strong social media plan is important.

Sharing your company's (and your people's!) efforts across channels like Facebook, Twitter, LinkedIn, Instagram and TikTok, *GivingTuesday* is a great way to help you rally more participation, celebrate people's actions and share what you're doing with your community.

Around the world, GivingTuesday is a grassroots movement that illustrates the impact we can have when we all pull together. The investments we make — in both time and funding — can help solve the urgent problems of today and will make the next generation stronger.

— Barack Obama

Over
\$2.4 billion
was donated in the U.S. alone on
GivingTuesday in 2020.

10 Tips to Get Social Media Ready for GivingTuesday

Are you wondering how to join the GivingTuesday movement on your social media channels, or even just looking for new ideas to try this year? These 10 tips are designed to help you reach more people and inspire them to take action, whether they're employees, customers or anyone around the world!

1 Follow accounts and profiles

Start by following #GivingTuesday on Twitter, Facebook and any other channels you use. Also follow the causes you support including community partners and nonprofits.

2 Organize resources and people

Define your teams and what you need to create, gather and post content that engages your employees, customers and the community. Consider how to include remote workers and share communication plans with them in advance. Can you capture personal stories on GivingTuesday? Do you want participants to send them to a specific email address, an individual or simply tag the post with your company's social media account? Let them know!



3 Be authentic

Think about what resonates with your audience and be true to your voice. Is the tone of your message going to be serious, playful or inspiring? Create and craft your messages so they're aligned with your initiatives and your company. Also, to minimize friction and maximize participation, provide employees with approved posts that they can share.

4 Use hashtags to define the conversation

Did you know that social media posts with hashtags attract 60% more engagement than posts without them? So, don't forget to mark your posts with #GivingTuesday! This lets people join and follow the conversation, and it brings companies and individuals together as a global movement.

5 Include your employees in the conversation

Can you promote articles from employee resource groups about the causes they care about? What about letting your people do a social takeover during GivingTuesday? Even simply retweeting and sharing employee posts is a powerful way to fuel their advocacy. To make an even bigger impact, consider engaging employee ambassadors for the campaign (and maybe forever!).

To recruit ambassadors for your GivingTuesday campaign, create a sign-up page so people can let you know they want to be an ambassador (you can do this in Spark by creating a volunteer opportunity).

In the weeks leading up to GivingTuesday, email your ambassadors and ask them to send updates to their teams. Provide them with sample email text and social media graphics, so it's easy for them to get involved and share the responsibilities. Email them a few times prior to the campaign launch, including a message on the day before GivingTuesday, to provide encouragement and last-minute updates.

6 Develop rich content

Your audience wants compelling, entertaining and informative content, so share photos and videos of your campaign in action! Even in a remote work world, this is possible, and it doesn't have to be polished. Just ask your people to record themselves on their phones, saying where they donated or volunteered and why. Then get them to send you the videos or photos and encourage them to share them to their own channels as well. GivingTuesday is also a great time to try something new. Have you wanted to try livestreaming or hosting a Q&A? What about using polls? Now's the time to try it out and see what happens.

When creating content consider the following best practices:

- Graphics should have the #GivingTuesday hashtag, the date and your company's logo.
- Try different types of images like countdowns, calls to action, stats, infographics or quotes (from employees, partners or organizations you support).
- Try to avoid stock photos and instead use images of your company and people. These can be images from the office, at home or out in the world, graphics showing your progress or even stylized quotes to inspire action.
- To maximize engagement and sharing, tag any people featured in your photos.
- Include a link to your website and use the #GivingTuesday hashtag in as many posts as possible on social media.
- Write your posts in advance (consider about 10-20) along with images or video that can be used. While social media posts are often thought of as spontaneous communications, they can also be prepared ahead of time and adapted in the moment as needed. Your content should be a mix of images and stories, progress updates and appeals.
- To be extra prepared, you can schedule some of your social media posts ahead of time or save them as drafts.



Pro Tip

When sharing images of people, make sure you have their consent. Depending on your company's policies, that can mean anything from making sure the person has signed a release form to simply asking if you can post their photo.

7 Amplify your reach

If you're used to running paid social campaigns, consider promoting your posts to connect to a wider audience and increase your overall engagement and impressions. Even a small budget can have an impact!

8 Sustain your activity

Promoting your company's CSR activities through your social media channels is a powerful way to engage with your community while building your brand and followers, so make sure you keep the momentum going all year long! Did you have any ideas you didn't get to use but really want to try for next GivingTuesday? Book meetings for next year's campaign and add those ideas to the invite so you'll be ready to get brainstorming right away.

9 Respond, thank and engage your audience

Are you asking your audience and employees to participate? Will your campaign require you to react quickly to respond to comments and mentions? Make sure you are:

- Monitoring your social media channels for opportunities to communicate directly with supporters. Think of your feed as an ongoing conversation, where you can answer questions and celebrate success.
- Having conversations and connecting with employees and customers from across the globe.
- Replying to followers and mentions throughout the day to keep up the momentum.
- Posting content ahead of GivingTuesday so people have time to join your campaign and be aware that something's happening.
- Liking, favoriting or retweeting messages. It only takes a moment, but this simple action can have a powerful impact and encourages followers to get involved.
- Tagging people! This small action can make a huge difference in how many people see your post while promoting a positive and inclusive culture.

10 Review and recap

Document your campaign and all its activity. Try using Instagram Reels or TikTok to create a stream of posts. Be sure to announce results and thank everyone for participating.

Here are some things you can do:

- Write an article or blog post summarizing the success of your GivingTuesday campaign.
- Send an email to ambassadors and thank them for their support. If you recruited ambassadors through a volunteer opportunity in Spark and your program includes dollars for doers or other volunteer rewards, be sure to encourage them to track their time!
- Post thank-you messages and images on social media the day after GivingTuesday.
- After GivingTuesday, update any internal sites and include a "Save the Date" for next year with an email opt-in and GivingTuesday Ambassador call-to-action.



Don't forget to tell your people

Because GivingTuesday is a powerful way to engage your employees, don't forget to integrate it into your employee communications. Start with a "Save the Date" email that links to your program resource (like Spark), and include a call for GivingTuesday Ambassadors. For the month of November, add a GivingTuesday footer or header image to your employee and customer newsletters that links to your GivingTuesday website.



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- Best-in-class service

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