

The #UNselfie

GIVINGTUESDAY™

What is the #UNselfie anyway?!

- Think of the #unselfie as an unselfish selfie – it can be YOUR way of “giving”.

JOIN THE GLOBAL MOVEMENT

#un.sel.fie

noun (uhn-sell-fee)

1. A show of support for GivingTuesday. Take a pic, tag it **#unselfie** and **#GivingTuesdayCa**, and upload to your Instagram, Twitter, or Facebook from now till December 1st.

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How do I #UNselfie?

- Take a “selfie” with a caption (or have it on a card in the picture) explaining how or why you and/or your friends are “giving” this year.
- Always use the hashtags #UNselfie and #GivingTuesdayCa
- Post it to Instagram, Facebook and/or Twitter – share with friends!



Make it Your Own

- We encourage you to take the share graphic (1) and make it your own (see graphic 2). Own it!

1)

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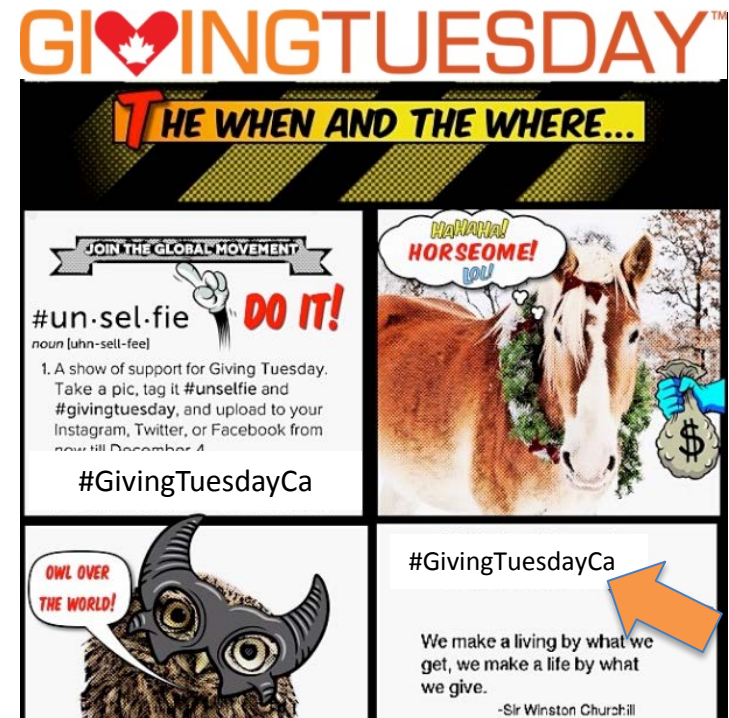
#un.sel.fie

Noun (uhn-sell-fee)

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2)



Examples



michaelfox.org
@MichaelJFoxOrg

Follow

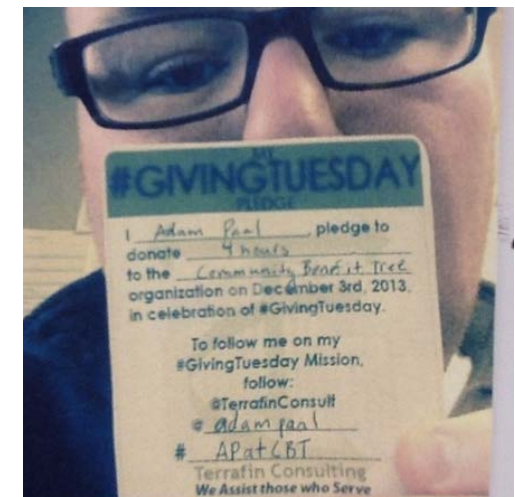
Share your **#unselfie**: a photo that represents why you speed a cure for **#Parkinsons** **#GivingTuesday**



Gary Rafaloff
@grafaloff

Follow

@MichaelJFoxOrg I'm doing all I can to help cure PD so my kids and grandson never have to worry about it **#unselfie**



#givingtuesday #unselfie #donating #charity #nonprofit

TERRAFIN CONSULTING - A DAY AGO

Keep Calm and #UNselfie!

- Thank you – every #UNselfie counts!
- For more information, or help with the #UNselfie, send a tweet to @GivingTuesdayCa.
- For maximum impact, tag @GivingTuesdayCa on Facebook and Twitter when you post so we can “like” your #UNselfie and help promote it.



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#UNSELFIE

