

GIVING TUESDAY

The World's Largest Generosity Movement



Social Media Toolkit



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Who is this toolkit for?

This is a resource and guide for anyone who wants to help amplify their GivingTuesday movement using social media channels. It's for charities, schools, community organizations, and individuals who want to spread the GivingTuesday movement and benefit their community.

We're all in this together. Let's share Canada's generosity with the world!

What is GivingTuesday?

GivingTuesday is the world's largest generosity movement. It was created in 2012 as a simple idea: a day that encourages people to do good: make someone smile, help a neighbour or stranger, show up for an issue you care about, or give some of what you have to those in need. Since its beginning, GivingTuesday has grown into a global movement, unleashing the power of people and organizations to transform their communities and the world.

GivingTuesday is a time when Canadians, charities, and businesses come together to celebrate giving and participate in activities that support charities and non-profits; to thank, help, give, show kindness, and share what they have with those in need.

Every act of generosity counts. Everybody has something to give

Is GivingTuesday Successful?

Within just a few years GivingTuesday has grown into a global movement with hundreds of millions of people participating in whatever ways they can.

View the GivingTuesday Canada highlights from previous years [2020](#), [2021](#) and [2022](#).



Get Your Social Channels Ready!

It's time to get your social media channels ready for GivingTuesday!

Start scheduling some social media content that will get your followers excited about the day and build your following.

Try the following ideas

- **Brand your accounts with GivingTuesday graphics** and be an ambassador for the movement. Download our [logo files here](#) and find the Canva templates [here](#).
- **Announce that you're participating** in GivingTuesday and build anticipation with a countdown to the big day!
- **Make sure your social media bio links to your website.**
If you have more than the allocated number of links to share, consider using a website such as Carrd.co or Linktree.
- **Follow other GivingTuesday country and community social media accounts** for more ideas and inspiration.
- **Create a Facebook event for your campaign.** Invite your community to sign up for your Facebook event so that they are reminded as the day gets closer AND inspire greater participation with the visibility of seeing who else is participating. Also, suggest your friends extend the invitation to their friends.



Content Ideas for Your Channels

We recommend posting to social media at least 3 times a week if you are hoping to grow a following. Take a look below for a quick rundown of content ideas that you could use in the run-up to GivingTuesday.

Instagram

- Use the GivingTuesday Social Media Resources [here](#)
- [Promote your events](#) and activities.
- [Share photos](#) from events
- [Introduce staff members](#) or volunteers
- [Share your #UNselfie](#)
- Use a simple Canva template design to [share information about your organization](#)



TikTok

- Share what happens [behind the scenes](#)
- Create a [carousel of photos](#) of volunteers, events or behind-the-scenes
- [Introduce staff](#) and volunteers
- [Answer frequently asked questions](#) about your organization
- [Talk about projects](#), activities, or events you've worked on.
- [Share tips](#) and advice.
- [Create a stitch](#) with a campaign, org or opinion you have a positive opinion about
- [Use a CapCut template](#) in a way that relates to your niche

Facebook

- [Go LIVE](#) to talk about GivingTuesday.
- [Create an event page](#) for your upcoming events.
- Share posts from organizations in your area that are participating in GivingTuesday
- Post photo albums of events and happenings in your organization



X (formerly Twitter)

- [Start a thread](#) about a topic you care about.
- [Repost tweets](#) from accounts you support.
- Share content you've posted on TikTok and Instagram

Quick Wins for Every Platform

Quick wins are simple ways to keep your audience engaged with your social media channels. Take a look at our ideas below and give them a try with your GivingTuesday campaign.

- Show your support for GivingTuesday by using our graphics in your Instagram stories. Search for GivingTuesday in your Instagram Story GIFS to view the full collection.
- Repost any and all content you like from the GivingTuesday Canada social media channels. Ask your staff members, board members, volunteers and donors to like your socials and help you promote it.
- Show your support for GivingTuesday by using our GIFs in your X posts.
[Click here to view the full collection.](#)
- Search the hashtag #GivingTuesdayCa on social media channels and get involved in the conversation.
- Let volunteers or colleagues take over your Instagram for the day so they can reach a new audience.
- Inspire TikTok users to take part in GivingTuesday by using our [greenscreen video and static backgrounds](#) in your TikTok videos.



How To Grow Your Social Media Community

Once you've chosen which social media platforms you want to use, you'll want to take some time to grow your community within the platform.

Tips to encourage growth:

- We recommend posting to social media at least 3 times a week if you are hoping to grow a following. If you don't have original content to post, a good way to keep your account active is to reshare content from accounts you follow.
- Always add hashtags to your Instagram posts for maximum engagement. Use #GivingTuesdayCa, #GivingTuesday, and your Campaign hashtag, as well as broader hashtags tied to causes (#savinglives, #endinghomelessness, #spreadingthelove) and local hashtags (#Montreallife), and always tag your location in each post! (People look at these location tags for ideas about what to do in their city).
- Encouraging conversation on social media is important and we recommend that you reply to every comment you receive on your posts. We also recommend that you actively look for and follow similar accounts within the platforms and interact with their content.

Take a look at the GivingTuesday Canada social media accounts to discover Canadian nonprofit organizations you could follow.

- Do collab posts with influencers in your community or anyone with a large megaphone to help you spread the word and build an audience.
- Always use #GivingTuesdayCa in your posts. This will help raise awareness of GivingTuesday on the platform and will help us to grow our GivingTuesday community.

Using Canva for Your Campaign

Canva is an easy (and free) way to create new graphics assets for your social media channels and #GivingTuesdayCa campaigns.

We've saved you some time by creating graphic templates you can update and brand with your own colours and images to make them your own. [Browse our Canva folder](#) and get started now!

[Click here to learn about the Canva for Nonprofits program.](#) Eligible organizations can access Canva Pro for free.



#UNselfies

The #UNselfie, or the selfless selfie, is a powerful way to show how and why you are giving while raising awareness for the causes that are important to you.

Check out the [#UNselfie Toolkit](#) for more tips, tools, and templates to help get your team and supporters involved.



What To Do After The Big Day

- Get involved in #ThankYouThursday and thank your donors, volunteers, and colleagues for their involvement in GivingTuesday. Download the GivingTuesdayCa #ThankYouThursday assets [here](#).
- [Make a thank you video](#) from the videos and photos you gathered from throughout the day. [example](#)
- [Send your press release](#) to news and media outlets. [example](#)
- Say a personal thank you to every single partner you've engaged. A personal email can mean a great deal.
- Search the posts under your hashtag and comment and share the content to your feed and stories. This is a great way to build your social audience, encourage future involvement, and increase awareness of your organization.
- Gather stories and data for your impact report.
Need an example of an impact report? Here are several:

[GivingTuesday global recap impact report](#) (2021)

[East Africa Impact report](#) (2021)

[Brazil Impact Report](#) (2021)



Need More Tips?



More tips can be found in [The complete guide to what to do in the months after GivingTuesday](#)

Useful links

[How to use TikTok - A Step-by-Step Guide](#)

A step-by-step guide on how to set up your account and start building a following on the app.

[How to use CapCut Templates with TikTok](#)

A simple guide to how to use trending CapCut templates on TikTok.

[How to use Instagram: A Beginners Guide](#)

A beginner's guide to Instagram, with all the information you need to set up your account and start posting within the app.

[Twitter Getting Started Guide](#)

Twitter's guide on how to get started. This guide includes how to set up your account, how to follow users and a more in-depth look at ways to engage.

[How to create a Facebook Business page in 7 simple steps](#)

A step-by-step guide on how to set up and manage a Facebook page for your movement.



We're here to help

Connect with us and join the #GivingTuesday conversation

Email: info@givingtuesday.ca

Website: www.givingtuesday.ca

TikTok: [@givingtuesdayca](https://www.tiktok.com/@givingtuesdayca)

Instagram: [@givingtuesdayca](https://www.instagram.com/givingtuesdayca)

Facebook: [@givingtuesdaycanada](https://www.facebook.com/givingtuesdaycanada)

Twitter: [@GivingTuesdayCa](https://twitter.com/GivingTuesdayCa)

LinkedIn: [GivingTuesday Canada](https://www.linkedin.com/company/GivingTuesdayCanada)



Frequently Asked Questions

Have questions about GivingTuesday?

We've got answers!

Visit our [FAQ page](#) or use our [contact page](#) to get in touch with us directly.

