COPY

- ***Tell followers the impact they can make with a gift.*** In all your communications, mention that One Day for UK is a 24-hour giving day. We all have one day to make a big impact at UK. Encourage people to get involved, spread the word and support your unit.
- Tell your unit's story. All colleges, programs and causes have designated funds targeting their key priorities. Explain why you chose that fund and how it will help. Mention unit highlights from the year, including how you are making an impact on students, research and the Commonwealth, and promote any matching gifts.
- Use the #OneDayforUK hashtag on all posts.
- Pay attention to language. Use "gift" instead of "money."
- Include a link on all posts (even social media challenges).
- Tailor your content to your audience/platform.
- Engage BBNfluencers.
- Thank your supporters! Have a thank you graphic or copy ready to post the day after giving day.

IMAGES

- ***Show followers the impact they can make with a gift.***
- Use a compelling visual on each post. Use UK graphic standards to create graphics for social posts. o Click here to access the university's photo shelter.
- Apply branding to images you will be posting to social media.
    - o Click here to access One Day for UK logos.
    - o Click here to access all One Day for UK 2025 digital assets.
- Videos help boost engagement. Keep the videos short and use captioning or text for viewers who are watching with sound off / hearing impaired. Official Philanthropy videos will be posted on the UK Alumni Association YouTube channel.

PLATFORMS & ACCOUNTS

- **Build your One Day for UK audience by increasing social media followers.** Consider sending an email to alumni/friends/donors with links to your unit's platforms.

Tailor your content to your audience/platform:

Facebook is usually geared towards older alumni and is good for longer captions and links. Facebook stories are a great way to share posts from other users (UK Philanthropy, etc.) and alumni/donors participating in One Day for UK.

Instagram is more popular among current students and recent graduates and is great for photos, but it should have slightly shorter captions to avoid being long-winded. Followers on Instagram can directly follow links only from a profile's bio, and not from captions or comments. Instagram stories are also great way to share posts from other users.

X (Twitter) also tends to have a younger audience. It has a 280-character limit, so captions must be shorter. Pictures are also best shown in a rectangular format. Twitter now has "fleets" that work like Facebook/ Instagram stories, and are great for sharing other One Day for UK tweets.

- Analyze data and consider whether boosting social media posts on specific platforms would offer a return on investment.
- Use the **#OneDayforUK** hashtag on all posts.
- Tag other accounts in posts. Like and share posts from these accounts:

Facebook
/UniversityofKentucky
/UKPhilanthropy

Instagram
@UniversityofKentucky
@UKPhilanthropy

X (Twitter)
@UniversityofKentucky
@UK_Philanthropy

TIMELINES

- **Create a detailed timeline for One Day for UK social posts.** Hootsuite, Sprout or other social media management platforms are helpful for scheduling posts.
- Create a folder for easy access to your digital content. Start producing videos, creating graphics and writing copy for posts as soon as you are able.
- It's a 24-hour giving campaign so don't forget to post throughout the day and evening. The bulk of your posts should be while most of your followers are awake. Posts to work into your schedule may include:

Kick off post	Should happen early morning
Social media challenges	
Gift challenges	
Leaderboard challenge updates	Throughout the day
Gift stories	
Videos from BBNfluencers	
Recognitions	Post a thank you to donors who have given permission to be recognized when they make their gift – tag them if they are OK with it.
Final thank you	Include totals such as number of donors or final dollar amount

TRACK YOUR SUCCESS

- You must use a custom link in order to track gifts that were generated from your social media account.
- Please reach out to emily.groves@uky.edu to request a trackable link for social media.

POLICIES & GUIDELINES

- Posts should adhere to *UK Social Media Guidelines*
- Posts should be inclusive and adhere to ADA guidelines. Caption videos for viewers who are hearing impaired. Provide alternative text for images.