For Organizers: Sample Social Media Posts

Promote Good Deeds Day now through April 2 on your organization’s social media pages (Facebook, Twitter, Instagram), with these sample posts.

NOTE: Fill in the yellow highlighted portions of the posts with your organization’s name, project description and registration page to make them your own.

TIPS & TRICKS:

Join the facebook event

- Step 1: Click here to go to Good Deeds Day facebook event.
- Step 2: Click “Interested” button, and then click “Going.”
- Step 3: Invite friends and community members to the event on facebook.

Share the URLs

- Facebook event: bit.ly/GDDGW17
- Registration page: GoodDeedsDayGW.org

Use hashtags

- #GoodDeedsDay | #DoingGood | #GDD2017

Use photos with your posts

- Use sample social media images available here: shalomdc.org/gddorganizers
- Post photos from your organization participating in past Good Deeds Day projects and tag the people in them as a way to encourage them and others to join you again this year.

FACEBOOK: Instructions - Tag @The Jewish Federation of Greater Washington so we can see your posts and share them.

- On April 2, join [YOUR ORGANIZATION] and @The Jewish Federation of Greater Washington for the largest global day of giving! Register now to participate in our #GoodDeedsDay project as we do [XXX]. [Link to your project registration page and/or to the event.]
- Registration is now open for #GoodDeedsDay 2017! Join [YOUR ORGANIZATION] and @The Jewish Federation of Greater Washington as we do [XXX] on April 2. Register now for [YOUR ORGANIZATION’S] project! [Link to your project registration page and/or to the event.]
- Calling all volunteers! Registration is now open for #GoodDeedsDay 2017, the largest global day of giving back. Join [YOUR ORGANIZATION] and @The Jewish Federation of Greater Washington as we do [XXX] on April 2. [Link to your project registration page and/or to the event.]

TWITTER: Instructions - Tag @JFGW so we can see your posts. Use the following captions to tweet with photos provided as part of the downloadable marketing materials.

- On April 2, join [YOUR ORGANIZATION] & @JFGW for the largest global day of giving back! Register now at GoodDeedsDayGW.org #GoodDeedsDay
- Calling all volunteers! Join @JFGW & [YOUR ORGANIZATION] for a day dedicated to #DoingGood on April 2. More info: bit.ly/GDDGW17
- On April 2, @JFGW & [YOUR ORGANIZATION] join together to help others. #GoodDeedsDay GoodDeedsDayGW.org

INSTAGRAM: Instructions - Tag @JewishFederationGW so we can see your posts. Use the photos provided as part of the downloadable marketing materials to post alongside the following captions.

- On April 2, join [YOUR ORGANIZATION] & @JewishFederationGW for the largest global day of giving back! Register now at bit.ly/GDDGW17 #GoodDeedsDay
- Calling all volunteers! Join @JewishFederationGW & [YOUR ORGANIZATION] for a day dedicated to #DoingGood on April 2. More info: GoodDeedsDayGW.org
- Join [YOUR ORGANIZATION] & @JewishFederationGW to help others on April 2. Register now to participate in our #GoodDeedsDay project as we do [XXX]. GoodDeedsDayGW.org