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**Social Media Tool Kit**

**The third annual IU Day, April 18, is so on...On campus. And definitely on social media.**

To make Lilly Family School of Philanthropy’s IU Day crowdfunding campaign the most far-reaching and philanthropic yet, we’ve provided some social media posts and graphics for you to share with your followers. Make sure to tag us so that we can retweet, repost, and say thanks!



**@IUPhilanthropy**

**/IULillyFamilySchool ofPhilanthropy**

**Sample Posts** (can also be used on sticky notes…)

Mark your calendar. #IUDay is April 18. @IUPhilanthropy & me + you = fantastic and philanthropic. http://bit.ly/LFSOPIUDay

Philanthropy - voluntary action for the public good – is something we all do. Support @IUPhilanthropy today and be philanthropic! #IUDay http://bit.ly/LFSOPIUDay

Together, we can create a stronger, more charitable society and a better world for all. @IUPhilanthropy #IUDay http://bit.ly/LFSOPIUDay

Happy 30th Anniversary @IUPhilanthropy! And happy #IUDay! So many reasons to celebrate today. http://bit.ly/LFSOPIUDay

Shout out to all my friends who support @IUPhilanthropy on #IUDay - let’s get philanthropic! http://bit.ly/LFSOPIUDay

Celebrating a great American tradition today – philanthropy – and supporting @IUPhilanthropy on #IUDay. Will you join me? http://bit.ly/LFSOPIUDay

How does your giving and volunteering compare to people like you? Take a six-question @IUPhilanthropy survey to find out! (Giveometer URL). Then to increase your percentile, make a gift on #IUDay http://bit.ly/LFSOPIUDay

It’s @IUPhilanthropy’s 30th Anniversary…and #IUDay! To celebrate, join me and make a gift of $30 or more to @IUPhilanthropy today! http://bit.ly/LFSOPIUDay

**DOWNLOADS**

Facebook Cover graphic



Twitter Cover graphic



Rectangle Graphics

