



Social Media Toolkit : Together For Goddard Campaign

Help Goddard raise awareness and generate momentum for our Together For Goddard campaign to raise \$4 million before June 2020. With this toolkit you'll help keep the momentum going, even if you aren't able to make a donation. Your contributions in time, creativity and energy are worth a million to us at this critical moment. Here's how you can help.

1. If you're interested, join our Together4Goddard email thread to get weekly updates every Monday. Contact ben.majchrzak@goddard.edu to get linked up.
2. **EVERY MONDAY! Share a #together4goddard post with a comment**
 - Goddard's Together For Goddard posts appear on Facebook, Twitter, Instagram and LinkedIn **every Monday at 8:55am.** Like, comment, and share.
 - Tag two or three other alums from your cohort and compel them to share
 - Every interaction increases our reach. Sharing with a comment is the best way to bring more attention to the campaign. When you repost, tell us specifically about how Goddard has impacted your life and why you wish to see it thrive.
3. **TELL YOUR STORY on Instagram or Facebook**

On your own Instagram or Facebook account, tell the world what Goddard means to you. In text, videos or photos, use one or more of these prompts.

 - How did Goddard make an impact in your life and work?
 - Can you recall a specific instance or moment when Goddard changed your perception about what education could be?
 - What inspires you about Goddard and its values?
 - What does the day in the life of a Goddard student or alum look like?
 - And finally: Why are you asking your friends and neighbors to care about Goddard?
 - Call to action on each post. "If you believe that education can be learner-driven, consider making a donation to goddard.edu/together4goddard
 - Include the hashtag #together4goddard

4. Send in a High-Resolution photo with a quote to news@goddard.edu

If you are looking for specific ideas for what to post, here are some sample posts and prompts that you are free to use or adapt:

EXAMPLE POSTS: 280 characters

Goddard's community is built upon the idea that we together can make an impact, because we are self-motivated, independent thought leaders. Please consider making a donation during this critical moment. #together4goddard

Goddard made a difference in my life and my work. I'm asking friends and family to help me in honoring this unique institution during its time of critical need. #together4goddard

Please join me in supporting my alma mater Goddard College during this exciting time in its history. If you know me, and the person I have become, it is due in no small part to the work I was able to pursue at Goddard. #together4goddard

Goddard College is unique as a place and as a community of learners. To celebrate Goddard, I am asking for your support during their bold Together For Goddard campaign. #together4goddard.

Goddard College is committed to experimentation. As a student, this allowed me to pursue a learning path that was unique to my passions. This is why I support Goddard during its critical moment. #together4goddard