



**#GIVETUEHPU**  
DECEMBER 3, 2019

## High Point University #GivingTuesday Social Media Post Content Package

### Facebook

1. Make a status update (new post)
2. Upload new status with any photo related to your **#GivingTuesday** post
3. Then post!

Potential Posts:

- **#GivingTuesday** is a worldwide day to give generously of your time, love and support to your favorite organizations. High Point University is mine! I **#giveTUEhpu** because \_\_\_\_\_. Make your gift today at [engage.highpoint.edu/giveTUEhpu](https://engage.highpoint.edu/giveTUEhpu).
- I love High Point because \_\_\_\_\_. Join me in multiplying the impact of our gifts this **#GivingTuesday**. Make your gift today at [engage.highpoint.edu/giveTUEhpu](https://engage.highpoint.edu/giveTUEhpu).
- Want to learn more about **#GivingTuesday** or **#GiveTUEhpu**? Follow this link to see how your gift can impact the students of High Point University! [engage.highpoint.edu/givetuehpu](https://engage.highpoint.edu/givetuehpu)

If you choose to write your own post remember to include **#GivingTuesday** or **#giveTUEhpu** and the giving website URL [engage.highpoint.edu/givetuehpu](https://engage.highpoint.edu/givetuehpu).

### Instagram

1. Click the (+) button at the bottom center of your home page to create a new post
2. Select any **#GivingTuesday** graphic that you've downloaded or a photo of your own associated with the post you want to make, and then click next.
3. Click on the photo and tag [@hpualum](https://www.instagram.com/hpualum) or [@highpointu](https://www.instagram.com/highpointu).
4. Write or copy and paste a caption (examples found below) and then share!

Potential Posts:

- I **#giveTUEhpu** because \_\_\_\_\_. Make a gift at [engage.highpoint.edu/givetuehpu](https://engage.highpoint.edu/givetuehpu) to support an organization that makes a difference!
- I love High Point because \_\_\_\_\_. Join me in multiplying the impact of our gifts this **#GivingTuesday**. Make your gift today at [engage.highpoint.edu/givetuehpu](https://engage.highpoint.edu/givetuehpu)
- **#HighPointUniversity** has impacted my life by \_\_\_\_\_. I **#giveTUEhpu** and hope that you will too. Click on [engage.highpoint.edu/giveTUEhpu](https://engage.highpoint.edu/giveTUEhpu) and make a difference today!

**To be EXTRA helpful:** Add the giving link [engage.highpoint.edu/givetuehpu](https://engage.highpoint.edu/givetuehpu) to your biography ("bio") in your profile a few days before **#GivingTuesday**. You can do this by selecting "Edit Profile" right under your profile picture on your account page. Then paste the link into your bio.

## **Twitter**

1. On the bottom right corner click on the feather with the (+).
2. Select any **#GivingTuesday** graphic that you've downloaded or a photo of your own associated with the tweet you want to make and then click next.
3. Write or copy and paste a caption (examples found below) while tagging [@highpointu](#) and then tweet!

### Potential Posts:

- I **#giveTUEhpu** because\_\_\_\_\_. Engage.highpoint.edu/givetuehpu!**#GivingTuesday**
- @HighPointUniversity holds a special place in my . I **#giveTUEhpu** and hope that you will too. Engage.highpoint.edu/givetuehpu **#GivingTuesday** #makeadifference

### **Helpful Hints:**

- Always post a graphic
- Always use a hashtag (#)
- Always tag try to tag High Point University
- Always include a link

Photos to use in your posts:



You will be able to download additional **#GivingTuesday** images at <https://engage.highpoint.edu/giveTUEhpu-Ambassador>. We look forward to joining in the celebration with you on Tuesday, December 3.