



SOCIAL MEDIA TOOLKIT



Giving Day Social Media Toolkit – Thursday, Oct. 21, 2021

Whether the Holy Innocents' Episcopal School experience has directly impacted your student(s) and family, or you're simply a passionate believer in the mission, you know that a Holy Innocents' education is an exceptional preparation for college, career and life.

On Giving Day, give back to HIES and enrich the experience of our students, faculty, and community. Help us meet our Giving Day goal by using this social media toolkit.

HOW YOU CAN HELP

Spreading the word on social media is one of the easiest and most effective ways you can help us meet our goal. On Oct. 21, 2021, first, make a gift to Holy Innocents! Then tell your friends, peers and followers why you support HIES. Need some help getting started? We've got plenty of suggestions in this social media toolkit!

- **Step 1:** Change your profile/cover photo(s) to the images provided below.
- **Step 2:** Write a post explaining, "I give to HIES because..." or use one of our sample options.
- **Step 3:** Tag your friends/fellow parents and challenge them to make a Giving Day gift.
- **Step 4:** Let your four-legged friends join in! Take a picture with your family pet and post why you are "All Paws In" for HIES. Note: Share this on your Instagram story and tag [@holynnocentsbears](#) and we'll share some of our furriest friends on the day.
- **Step 5:** Follow HIES' official social media accounts throughout the day and share our updates with your networks.

[HIES on Instagram](#) | [HIES on Facebook](#) | [HIES on Twitter](#)

For all posts, use [#AllPawsIn](#) to make sure you're part of the conversation.

VISUAL ASSETS



[Download Profile Image](#)

(right-click and "save as" if new browser window opens with image)

You can also use this graphic as an Instagram post!



[Download Facebook Cover Photo](#)

(right-click and "save as" if new browser window opens with image)

SAMPLE POSTS

Feel free to copy and paste any of these sample posts directly to your own social media pages.

- ✓ It's HIES Giving Day! Help us reach our goal by giving to the 2021-2022 Annual Fund today at www.hies.org/givingday #AllPawsIn
- ✓ Will you join us to support HIES Giving Day? Your gift to the Annual Fund impacts every aspect of our school, from academics to arts to athletics and more and ensures a bright future for all Golden Bears. Give now at www.hies.org/givingday #AllPawsIn
- ✓ Our Annual Fund makes a difference in the life of every student and every teacher at Holy Innocents' Episcopal School. Your gift of any size can make a difference today. Visit www.hies.org/givingday #AllPawsIn
- ✓ It's never been more important for our community to come together. Join us in our second annual HIES Giving Day to support the 2021-2022 Annual Fund at www.hies.org/givingday #AllPawsIn
- ✓ We're proud to be a Golden Bear family and support HIES Giving Day! Join us today and visit www.hies.org/givingday #AllPawsIn