



#BigPayback Social Media

GET SOCIAL WITH THE BIG PAYBACK

It's naturally fitting that a 24-hour, online giving day ties directly into your social media efforts. Utilizing the power of social media, you can encourage your advocates to help promote The Big Payback, create meaningful engagement, and help raise valuable dollars for your organization. Below we have compiled several messages for easy copy/paste marketing. Please feel free to get creative in your messaging as well.

THE HASHTAG: #BIGPAYBACK

One important social media tool to note is the use of our hashtag **#BigPayback**. Use of this simple phrase on Facebook, Twitter, Instagram, etc. enables all participants to create a buzz around this incredible initiative. Furthermore, organizations can easily follow all **#BigPayback** messaging, the public can join in on the conversation, and The Big Payback committee will be able to identify your marketing efforts and help "payback" by sharing, retweeting, and more. The **#BigPayback** hashtag will also increase the virality of this community-wide day of giving and create an opportunity for a new audience to become advocates for your organization.



ADDITIONAL TIPS

It's best not to wait until May 2 to post about The Big Payback on your social media outlets. As soon as you're an official participant, begin messaging in order to create the **#BigPayback** buzz and allow others time to soak in the information and opportunity to engage their friends.

Tag other participating organizations in your messaging to create conversations, encourage friendly competition, and make this day truly about community.

For example, when chatting about The Community Foundation on Facebook, type **@The Community Foundation of Middle Tennessee**, and Facebook should allow you to select our page from a dropdown list. If you run into problems, double check to make sure you "Like" The Community Foundation on Facebook. For Twitter and Instagram, tagging others is done by simply placing "@" in front of the user's platform handle, such as **CFMT** on Twitter, and **@CommunityFoundationMidTn** on Instagram.

Social media marketing for The Big Payback is highly encouraged to be a priority during this online giving day. Don't be scared to "boost" or "sponsor" a post on any of these channels. A small \$5 to \$10 investment per day can help increase awareness of your involvement to your supporters, and Middle Tennesseans who may not already be following your activity online. There are many nonprofits competing for attention during this campaign, be creative to break through the noise.

We have supplied images optimized for each platform on the toolkit page at www.TheBigPayback.org. If you aren't already following CFMT on the various social media platforms, please do so to stay up-to-date on news and pop-up contests for The Big Payback.

QUESTIONS?

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THE FRIST FOUNDATION

TheBigPayback.org **#BigPayback**



Presented by *The Community Foundation of Middle Tennessee*



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SUGGESTED FACEBOOK POSTS

- Help inspire change. Help inspire community. Celebrate Middle Tennessee's spirit of generosity on Wednesday, May 2 during the fifth annual #BigPayback's 24-hour, online giving day! www.TheBigPayback.org
- Tick tock ... help raise money around the clock, and join [Org Name] for @The Community Foundation of Middle Tennessee's fifth annual 24-hour online giving day on Wednesday, May 2. The #BigPayback has helped raise more than \$9.3 million for local nonprofits in the last four years! www.TheBigPayback.org
- Pay it forward by giving back! Join [Org Name] on Wednesday, May 2 for the fifth annual #BigPayback, and together we can make a difference. www.TheBigPayback.org
- Psst...Hey, YOU! Want to help support the life-changing work of the nonprofits that impact us daily? Now you can by participating in the fifth annual #BigPayback's 24-hour online giving day on May 2! Learn more at www.TheBigPayback.org



SUGGESTED TWITTER POSTS

- Pay it forward by giving back! Join us on May 2 for the 5th annual #BigPayback: a 24-hour, community-wide online giving day. www.TheBigPayback.org
- Tick tock ... help us raise money around the clock during the 5th annual #BigPayback, 24-hour online giving day on May 2! www.TheBigPayback.com
- This May 2nd, help inspire bigger, better and smarter charitable giving in Middle Tennessee during the 5th annual #BigPayback. www.TheBigPayback.org
- Don't keep it to yourself, help spread the wealth and support [NONPROFIT TWITTER HANDLE] during the 5th annual #BigPayback 24-hour online giving day. www.TheBigPayback.org
- Psst... Busy on May 2? You can schedule your generous #BigPayback gifts for [NONPROFIT TWITTER HANDLE] beginning April 25, and your donations will hit the leaderboard on May 2. Pass it on! www.TheBigPayback.org



SUGGESTED INSTAGRAM POSTS

- Join [organization name] to help pay it forward by giving back on Wednesday, May 2 during The @CommunityFoundationMidTN's fifth annual #BigPayback - a 24 hour, community-wide, online giving day! #NashvilleTN #GivingDay #Philanthropy #BigPayback
- Looking for a 24-hour period to inspire change in our community and help sustain the future of local nonprofits? YES? Help [Org Name] raise much-needed gifts on May 2 during #BigPayback's fifth annual 24-hour online giving day! #NashvilleTN #GivingDay #Philanthropy



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TheBigPayback.org #BigPayback



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