

2018 Eagle County Colorado Gives Collective Social Media Plan

Colorado Gives Day is an online fundraising campaign, and there is no better platform to market this effort than on Facebook. We'll make it easy to donate. Followers just have to click on the link on our post to donate.

WE MUST GET CLOSE TO 1,000 FACEBOOK LIKES!

Please do the following:

Goals for ECG Social Media Campaign

1. All 50 non-profit partners have Facebook, Twitter and accounts (at least one)
 - All partners increase their likes, following by 20-50%
2. Increase ECG Facebook & Twitter likes/ followings/ shares
 - All partners **LIKE** all ECG accounts
 - All partners **INVITE** 50 others to like our pages
 - All partners **SHARE** an ECG post at least once a week
 - All partners **LIKE** all ECG posts
 - All partners **TAG** ECG once a week by including @EagleCoGives
 - All partners use **HASHTAGS** #EagleCOGives, #COGivesDay
 - Do all of the above on your **PERSONAL PAGES** as well.
3. Like on (FB) and Follow on (Twitter) @ECGives is our Twitter handle.
4. Encourage our community partners to post pictures, like and comment on FB and follow us on Twitter

(Please Share this with your Marketing/Social Media person)

Group Social Media Post Dates

Fridays at 12:00 pm, day before CGD & CGD proper

November 2rd, November 9th, November 16th, November 23st, November 30th, December 3st, December 4th

We will post a thank you on Dec 5th. Feel free to share it.

This social media plan and web graphics specific to ECG will be found under the Resources & Newsroom tab on our website at Eaglecogives.org.

Nov 2 – Give where you LIVE. Schedule your donations to support your favorite non-profits on Colorado Gives Day, December 4th. Over 45 Eagle County non-profits are participating this year.
<http://bit.ly/2z8Js1R> @EagleCoGives #EagleCOGives #COGivesDay



Nov 9 – Give to one or give to all! Support one or many of the non-profits you feel passionate about on #COGivesDay. Every gift will be enhanced by the \$1M Incentive Fund donated by @CommunityFirstFoundation and @FirstBank. @EagleCoGives <http://bit.ly/2z8Js1R> #EagleCOGives #COGivesDay



Nov 16 - GROW your community through #EagleCOGives. On Colorado Gives Day, Tuesday, December 4, support the services that are near and dear to you. Visit <http://bit.ly/2z8Js1R> to schedule your donation. @EagleCoGives #COGivesDay



Nov 23 – Give where you LIVE. Donate to the local non-profits you are passionate about. Every gift will be enhanced by the \$1M Incentive Fund donated by @CommunityFirstFoundation and @FirstBank. <http://bit.ly/2z8Js1R> @EagleCoGives #EagleCOGives #COGivesDay



Nov 30 – Spread the love! How many nonprofits will you support this year? Visit #EagleCOGives to show your support. <http://bit.ly/2z8Js1R> @EagleCo #COGivesDay



Dec 3 – Tomorrow is Colorado Gives Day! 24 hours to give where you LIVE and where you PLAY. Click on the attached link or signup button on our page to see all the participating non-profits. Schedule your donations today! <http://bit.ly/2z8Js1R> @EagleCo #EagleCOGives #COGivesDay



Dec 4 – TODAY is Colorado Gives Day. Please “Give where you live... AND where you play!” Donate to Eagle County charities and every donation will receive a bump from the \$1M incentive fund provided by @CommunityFirstFoundation and @FirstBank. <http://bit.ly/2z8Js1R> @EagleCoGives #EagleCOGives #COGivesDay



Secondary messaging for inclusion as you see fit:

1. \$1M Incentive Fund provided by @Community First Foundation and @FirstBank enhances your donation
2. 24 hours to give where you live AND where you play
3. Schedule your December 4 gift now by clicking on the signup button to see all the participating non-profits
4. Give to one or give to all

Good Practices

- Re-tweet and like posts from other participating nonprofits (allows us to take over algorithm)
- Re-use group graphics for your own social media efforts (attached to email)
- Post your own individual giving requests outside of group postings on your own schedule

- Post on Fridays between 1:00-4:00 or Saturdays and Sundays, early.
- Schedule your posts ahead of time on Facebook
- Use <https://bitly.com/> to compress links
- Use <https://tweetdeck.twitter.com/> for Twitter to have a dashboard view of notifications, mentions and hashtags
- Vary your posts so you aren't always asking for money