



SOCIAL MEDIA TOOLKIT

Use this toolkit to engage the Regis community on Facebook, Instagram, and Twitter to help raise funds during **#RegisGivingDay**. Thank you for your support and partnership!



Regis College Alumni
and **Regis College**



regiscollege_ma



regiscollegealumni
and **regis_ma**

GIVING DAY DETAILS

Date: February 10, 2021 (midnight to midnight)

Hashtags: #RegisGivingDay #RegisPride #RoarPride

Website: alumni.regiscollege.edu/givingday

Things you can do to help spread the word:

- ♥ Follow Regis College Alumni throughout the day ... AND SHARE!
- ♥ Use the hashtag #RegisGivingDay
- ♥ [Click here to access social graphics to use on your own social channels](#)
- ♥ Add the "I GAVE TODAY" heart to your Facebook and Instagram story by searching GIFs for "@regiscollegealumni" and be sure to tag us and use #RegisGivingDay.
- ♥ Share what inspires you to give back, and/or a favorite memory from your time on campus
- ♥ Tag your Regis friends and challenge them to support Regis!

Not sure what to post? Here are sample captions, or you can share posts directly from the Regis channels above!

- ♥ It's #RegisGivingDay. I made my gift. Now it's your turn @ (tag your friends). Join me and give at alumni.regiscollege.edu/givingday!
- ♥ Regis gave me the skills and confidence I need to succeed in my career. In honor of #RegisGivingDay, I am giving to ensure the same opportunities are available for current Regis students. Join me and make your gift of any size today: alumni.regiscollege.edu/givingday #RegisPride #RoarPride
- ♥ Help support the next generation of Regis leaders. Make a gift this #RegisGivingDay and make a difference for current students. Learn more about how you can make an impact at: alumni.regiscollege.edu/givingday.
- ♥ On #RegisGivingDay, you get to pick where your gift goes! Check out the different options here: alumni.regiscollege.edu/givingday. I chose to designate my gift to ____! Thanks for giving! #RegisPride #RoarPride
- ♥ Make a gift today on #RegisGivingDay and 100% goes to where you designate! Gifts of all sizes will make an impact! Give at: alumni.regiscollege.edu/givingday #RegisPride #RoarPride