

# ERIKSON INSTITUTE

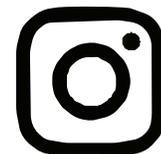
# Social Media Toolkit

*Help promote Erikson's critical work with children and families*



#GI  ING TUESDAY

#ILGive



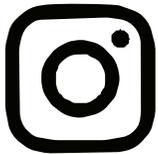
# FOLLOW ERIKSON ON SOCIAL MEDIA



[facebook.com/EriksonInstitute](https://facebook.com/EriksonInstitute)



[@EriksonInst](https://twitter.com/EriksonInst)



[@eriksoninstitute](https://instagram.com/eriksoninstitute)



[linkedin.com/school/erikson-institute](https://linkedin.com/school/erikson-institute)



[youtube.com/eriksonnews](https://youtube.com/eriksonnews)



[www.erikson.edu/give](https://www.erikson.edu/give)



# facebook

## Create your own Facebook fundraiser!

Raise funds for Erikson Institute through your Facebook page on Giving Tuesday. It's easy!

Visit <https://fb.com/fund/EriksonInstitute/> to create your fundraiser in seconds.

## SAMPLE POSTS AND IMAGE



**Erikson Institute**

**#ILGIVE**

*\*download image and add to your posts!*

**f**

Did you know there are only 1,825 days between the time a baby is born and their 5th birthday? @EriksonInstitute understands how critically important those early years are, and they work to ensure all children have equitable opportunities to realize their potential. Help them reach their goal of raising \$1,825 by midnight! **#GivingTuesday** [www.Erikson.edu/give](http://www.Erikson.edu/give) **#ILGive** **#1825days**

**f**

**#GivingTuesday** is a wonderful way to make a difference by supporting organizations that matter most to you. If you agree that the early years of a child's life are critically important, consider donating to @EriksonInstitute as they work to improve the lives of young children and their families. Our future depends on it. [www.Erikson.edu/give](http://www.Erikson.edu/give) **#ILGive**



THERE ARE ONLY **1,825 DAYS** FROM  
**BIRTH TO BACKPACK**. LET'S GIVE ALL  
CHILDREN A GREAT START.

[www.erikson.edu/give](http://www.erikson.edu/give)

**Erikson Institute**

**#ILGIVE**

*\*download image and add to your posts!*

## SAMPLE TWEETS AND IMAGE



Happy #GivingTuesday! **@EriksonInst** will never stop advocating for young children & their families. Help them reach their goal of raising \$1,825 by midnight to ensure they continue this critical work. Donate \$18.25 now! [www.Erikson.edu/give](http://www.Erikson.edu/give) **#ILGive**



This #GivingTuesday, join organizations, individuals & communities around the world in giving back. Make **@EriksonInst**, a tireless advocate for young children & their families, your non-profit of choice. No amount is too small! [www.Erikson.edu/give](http://www.Erikson.edu/give) **#ILGive**



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**Erikson Institute**

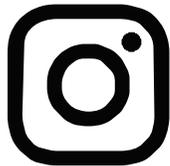
**#ILGIVE**

*\*download image and add to your posts!*

### SAMPLE CAPTIONS AND IMAGE



**#GivingTuesday** is the global movement where anyone, anywhere can make a difference. Now's your chance! There are only 1,825 days between the time a baby is born and their 5th birthday and **@EriksonInstitute** knows how critically important those early years are. If 100 people donate \$18.25 by midnight, they'll reach their goal of raising \$1,825!  
**[www.Erikson.edu/Give](http://www.Erikson.edu/Give) #ILGive #1825days**



Most don't realize there are only 1,825 days between the time a baby is born and their 5th birthday. **@EriksonInstitute** understands these early years can shape the trajectory of a person's life forever. If 100 people donate \$18.25 by midnight, they'll reach their goal of raising \$1,825 this **#GivingTuesday**  
**[www.Erikson.edu/Give](http://www.Erikson.edu/Give) #ILGive #1825days**

# #UNSELFIE



We all love a good selfie! But this #GivingTuesday, join Erikson in the **Unselfie** movement by sharing why you believe it's more important than ever to advocate for young children and their families. Take a pic, share why you're giving to Erikson, and tag #UNSelfie #GivingTuesday #ILGive & @EriksonInstitute!

**#UNselfie**  
*I give because ...*

