
2025 GUIDE

— to —

SOCIAL MEDIA

COMMUNITIES FOUNDATION *of* TEXAS

NORTH TEXAS
GIVING DAY

SPONSORED BY **amazon**

SOCIAL MEDIA GUIDELINES

Engage with us on social

Expand your organization's visibility and reach new donors by liking, commenting, and sharing posts from Communities Foundation of Texas and North Texas Giving Day. Follow these accounts on your organization and personal channels to see what's trending and stay up-to-date.



[@NorthTexasGivingDay](#)

[@CFTexas](#)

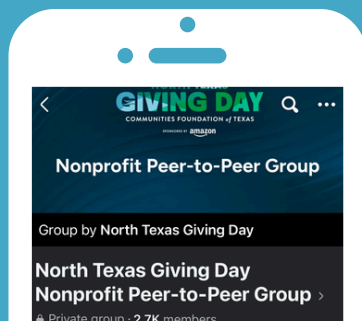
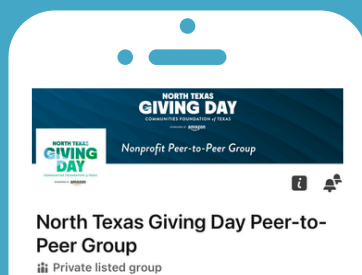
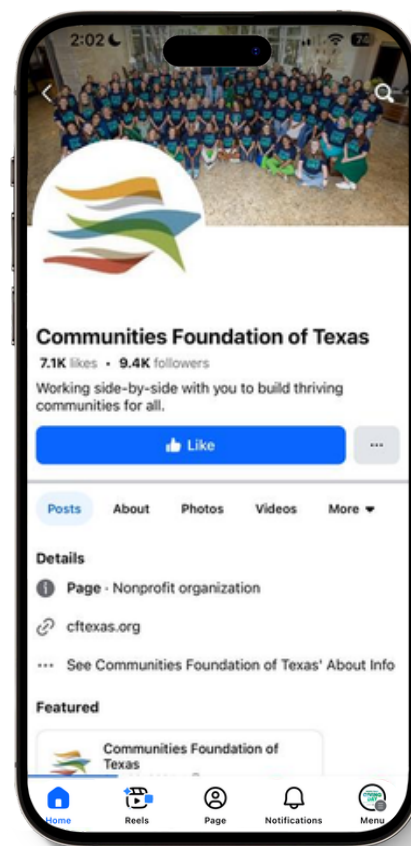


[@NorthTexasGivingDay](#)

[@CommunitiesFoundationofTexas](#)



[Communities Foundation of Texas](#)



Join our Peer-to-Peer groups

When you join the North Texas Giving Day Peer-to-Peer groups on Facebook and LinkedIn, you gain access to important news, updates, events, and resources in real time year-round. Plus, you'll get the opportunity to connect with other nonprofits, ask questions, and learn from one another.



[North Texas Giving Day
Peer-to-Peer Group](#)



[North Texas Giving Day
Peer-to-Peer Group](#)

SOCIAL MEDIA GUIDELINES

Social media is the most accessible and visible communications channel to engage your current donors and attract new ones to support your causes. Follow these quick tips to make the most of your social media efforts.

Make it personal

- Share your mission
- Show your impact
- Ask for what you need
- Prioritize photos and videos of real people serving our community

Use relevant hashtags

Aim to include no more than 8 per post

- #NorthTexasGivingDay
- #DFW
- #NorthTexas
- #GiveLocal
- #SupportLocal

Tag others when appropriate

- Communities Foundation of Texas
- North Texas Giving Day
- Partner organizations
- People and communities you serve

Photo and video tips

- Wipe camera lens before shooting to avoid smudges or streaks
- Tap your screen to focus on elements in frame for clear images and videos
- Natural lighting is best; if not available, aim the camera down from lights and away from lamps
- Limit the number of people to 3-4 per frame, and vary the individuals featured in your posts

Sample Social Captions

Beginning August 28

North Texas Giving Day is here! Our goal this year is to raise **[\$XXX]** to support **[project or mission]**. Donate today!

North Texas Giving Day is here! Thanks to **[@matching sponsor]**, all donations are matched up to **[\$XXX]**. Help us support **[project or mission]** and donate today!

Throughout September

We're **[\$XX]** away from our goal! Thanks to @CFTexas, every dollar donated goes directly to support our mission. Donate today!

[XX] days left to give! North Texas Giving Day ends on Thursday! Help us support **[project or mission]** by donating today.

Giving Day!

Today is the day! #NorthTexasGivingDay is here! Visit NorthTexasGivingDay.org and search for **[organization name]** to make a donation before this year's event ends at midnight!

After Giving Day

THANK YOU North Texas! Because of your generosity, we are able to raise money in support of **[project or mission]**.

BEST PRACTICES BY SOCIAL CHANNEL



FACEBOOK

The Internet's Watercooler

Facebook is the largest social media network and the third most visited site in the world! Users rely on Facebook for connecting and staying informed. Here's how to make the most of your Facebook account during North Texas Gives events:

- Link to your Facebook page from your website and emails, and include it in printed materials.
- Invite employees, board members, donors, and community members to follow, like, comment, and share your posts.
- Create a Facebook event for North Texas Gives events. Link these pages to your North Texas Giving Day organization page.



LINKEDIN

Strictly Business

LinkedIn connects professionals, providing networking, recruitment, professional development, and career advancement. This social media site is a great tool for reaching and connecting with professionals across the North Texas region. Here's how to maximize your impact on LinkedIn:

- Make sure your profile is complete, including organization details and a profile picture.
- Announce your North Texas Gives fundraising campaign, including a link to your organization page.
- Ask board members and employees to share your posts with their networks.



INSTAGRAM

Reel-y Engaging.

Instagram is a video and photo-first social channel that allows you to tell your story and inspire followers to support your efforts. Here's how to get the most out of Instagram for your North Texas Gives campaign:

- Get creative with trending sounds, music, and story features to engage followers.
- Use the successive video feature to tell full-length stories, progressively sharing event updates as they unfold.
- Connect with your followers by respond to comments and direct messages.
- Videos and photographs have the most impact and reach. Prioritize this type of content over graphics whenever possible.



Don't forget! The North Texas Giving Day social channels are your go-to source for the latest updates. We've made it easy! Just share our posts with your audience to boost your engagement and spread the word.

HOW TO SHARE SOCIAL CONTENT



FACEBOOK

Step 1: Log Into Facebook

- Go to facebook.com or open the Facebook app and log into your account that manages the professional/business page.

Step 2: Switch to Your Professional Page

- Click on your profile photo.
- Select "See all profiles" or click directly on your Professional Page's profile

Step 3: Find the Post You Want to Share

- Navigate to the post from the other Facebook page.
- Make sure the original post is public and sharable.

Step 4: Click the Share Button

- Below the post, click "Share".
- A drop-down will appear. Select "Share to a Page".

Step 5: Choose Your Page

- If you manage multiple Pages, select the correct one from the drop-down menu.

Step 6: Add a Caption

(Optional but Recommended)

- Write a short, engaging caption to explain why you're sharing the post or what it means to your audience.

Step 7: Publish

- Click "Post" to share it directly to your Page's timeline.



LINKEDIN

Step 1: Log Into LinkedIn

- Go to linkedin.com or open the LinkedIn App and log in to your personal LinkedIn account that has admin access to the professional page.

Step 2: Find the Post You Want to Share

- Navigate to the LinkedIn post from the other page you want to share.

Step 3: Click "Repost"

- Below the post, click "Repost".
- Then select "Repost with your thoughts" (option to add a caption).

Step 4: Switch to Your Organization Page

- At the top of the post composer, click the dropdown next to your profile picture/name.
- Select your organization page you want to post as.

Step 5: Add a Caption

(Optional but Recommended)

- Add context, a comment, or a call to action above the shared post to engage your audience.

Step 6: Click "Post"

- Once everything looks good, click Post and it will share to your organization page's feed.

HOW TO SHARE SOCIAL CONTENT



INSTAGRAM

Share the Post to Your Story

Step 1: Log in to Your Professional Instagram Account

- Open the Instagram app and ensure you're logged into your professional/business profile.

Step 2: Find the Post You Want to Share

- Go to the post on the other page you want to share.
- Make sure the post is public and that account settings allow sharing.

Step 3: Tap the Paper Plane Icon

- Below the post (next to the comment bubble), tap the paper plane icon.

Step 4: Tap “Add Post to Your Story”

- This opens the post inside a Story draft.

Step 5: Customize Your Story (Optional)

- Add text, GIFs, tags, or stickers.
- Always tag the original account (@accountname) for credit and engagement.

Step 6: Post to Your Story

- Tap “Your Story” to share it publicly or “Close Friends” if you only want select followers to see.



INSTAGRAM

Share a Post You’re a Collaborator On

Step 1: Go to Your Notifications

- Open the Instagram app.
- Tap the heart icon in the bottom navigation bar or the notifications bell in the top right corner.

Step 2: Look for a “Collaboration Invite” Notification

- You’ll see a notification that says “@username invited you to be a collaborator on their post.”
- Tap on it.

Step 3: Review the Post

- You’ll be taken to a preview of the post or reel.
- Review the content.

Step 4: Tap “Review”

- Then tap “Accept” to approve the collab.
- Once accepted, the post will appear on both your profiles, showing both account handles in the header.

You can also decline the invite if it’s not the right fit.