



IIE #GivingTuesday Social Media Toolkit

This #GivingTuesday on December 1, 2015, stand with IIE for students in crisis and help to raise awareness, engagement and funds for Syrian students. Between now and December 1, on all social media channels, please share, retweet or like @IIEGlobal postings about our “Stand with Students in Crisis” campaign. Below you will find suggested social media language and tips for posting your own content.

Facebook Sample Post (no character limit):

I Stand with Students in Crisis because [YOUR MESSAGE HERE: e.g. everyone deserves access to education]. Join me in supporting IIE as we stand with students in crisis this #GivingTuesday! #UNselfie iie.org/GivingTuesday [include your UNselfie]

Twitter Sample Post (140 character limit):

It's #GivingTuesday and here's my #UNselfie to let you know why I stand with students in crisis and support @IIEGlobal today! [include your UNselfie]

Instagram Sample Post (no character limit, share links in bio):

This #GivingTuesday, I Stand with Students in Crisis because [YOUR MESSAGE HERE: e.g. higher education in a time of war is not a luxury, it is an investment in the future]. Support @IIEGlobal in their stand with students in crisis and donate today! Link in bio #UNselfie #Syria [post picture of UNselfie]

The #UNselfie

The #UNselfie, or the selfless selfie, is a part of #GivingTuesday in which you take a photo of yourself and share why you support your cause. We would love for everyone at IIE to participate in spreading the word of our good work by taking and sharing their #UNselfie on social media this #GivingTuesday!

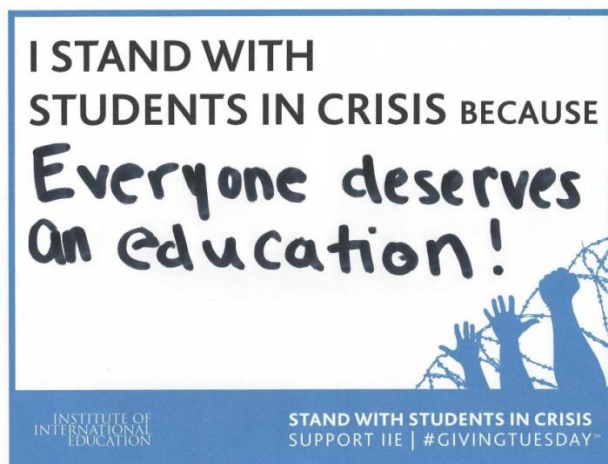
How do I #UNselfie?

1. Print the enclosed signs and write in the reason why you stand with students in crisis or why you support IIE.
2. Take a selfie with the signs.
3. Tag @IIEGlobal and use the hashtags #UNselfie and #GivingTuesday.
4. Post it to Facebook, Twitter or Instagram and share with your friends!



IIE President Allan Goodman's #UNselfie with Sir Ciarán Devane, Chief Executive, British Council

If you choose to write in your own text, please make sure to write it in big, bold, legible text and keep it to 10-15 words maximum!



I STAND WITH STUDENTS IN CRISIS

#GIVINGTUESDAY™



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I STAND WITH STUDENTS IN CRISIS BECAUSE



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