



Make the holidays
hunger free for our
neighbors in need.

Social Media Guide

Social Media Tips

- **Be our social media ambassador and share the gift of community.** Help spread the word about the Hunger Free Holidays campaign. Follow us on social media and use this season of giving to like and share our posts.
- **Use our Hunger Free Holiday GIFs on your story.** Add some creative flair to your Instagram or Facebook story with our GBFB Hunger Free Holidays GIFs. When adding a GIF to a story, just type “GBFB” into the search bar wherever GIPHY is supported and choose your favorite design to decorate your post.
- **Share with your followers why you chose to support Hunger Free Holidays.** Tag us—you may even see it shared on GBFB’s social media channels!
- **State how close you are to your goal.** The closer you are, the more likely people will give.
- **Always include a link to your fundraising page** just in case a non-ask post inspires someone to give.
- **Third time’s the charm.** The average person needs to be asked three times before they give, so post about your fundraising page more than once.
- **Ask. Thank. Repeat.** Don’t make every post an “ask” post. Balance it out with fundraising updates and thank yous to people who have given.

To learn more, contact:

Ashley Kouyoumjian
Senior Manager of Development
akouyoumjian@gbfb.org
617.598.5062



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Social Media Guide (cont...)

Sample Social Media Posts

- Handles & Campaign Hashtags
GBFB is on the following channels:



- @Gr8BosFoodBank
 - #HungerFreeHolidays
 - #EndHungerHere
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- Join me as I help @Gr8BosFoodBank provide 22 million healthy meals to those in need this holiday season.
<insert your fundraiser URL> #HungerFreeHolidays
 - Give the gift of a healthy holiday meal for just \$30. Donate to @Gr8BosFoodBank's #HungerFreeHolidays today:
<insert your fundraiser URL>
 - When you give \$30 to @Gr8BosFoodBank's Hunger Free Holidays campaign, a family in need enjoys a healthy holiday meal. Donate today: <insert your fundraiser URL> #HungerFreeHolidays
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- **Included separately from this kit are some sample graphics you can use to accompany your Hunger Free Holidays posts.**