



Make the holidays
hunger free for our
neighbors in need.

To learn more, contact:

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Social Media Guide

Sample Social Media Posts

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



- @Gr8BosFoodBank
 - #HungerFreeHolidays
 - #EndHungerHere
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- This holiday, let's spread nourishment to those in need. Please support the Hunger Free Holidays campaign by GBFB, and together, we can feed our neighbors in need this holiday season. Donate now at GBFB.org/HFH. #EndHungerHere #HungerFreeHolidays
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- As we celebrate the season, let's remember our neighbors who need healthy meals. Support GBFB's Hunger Free Holidays campaign. Let's make sure that no one goes hungry this holiday season. Visit GBFB.org/HFH to make a difference. #EndHungerHere #HungerFreeHolidays
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- Every meal shared is a moment of joy. Help us create more of these moments for our neighbors in need. Contribute to GBFB's Hunger Free Holidays campaign at GBFB.org/HFH. Together, we can provide a healthy, holiday meal for our neighbors in need! #EndHungerHere #HungerFreeHolidays
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- This holiday season, GBFB needs your support for their Hunger Free Holidays campaign. Together, we can feed our neighbors across Eastern Massachusetts. Your contribution matters. Donate today at GBFB.org/HFH. #EndHungerHere #HungerFreeHolidays



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Social Media Guide (cont...)

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.

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