PROMOTING THE 2018 GLOBAL DAY OF SERVICE
SAMPLE SOCIAL MEDIA POSTS
PREPARED BY THE MSU ALUMNI ASSOCIATION

// OVERVIEW

Michigan State University Spartans have a proud tradition of service. From the thousands of students who give back each year through the Center for Service-Learning and Civic Engagement to the significant number of MSU graduates who enter the Peace Corps, Spartans have risen to the challenge to “change the world.” Many are doing just that as volunteers within their alumni club communities and in their professional lives.

To harness the power of this spirit of service, the annual Global Day of Service brings together Spartan alumni, students, faculty, staff, and friends around the world to serve their local communities. We hope the day serves as a catalyst for change in Spartans’ communities.

To help you make your project successful, we’ve crafted some social media posts below that you can simply cut and paste into your accounts. Use these posts in tandem with the provided graphics for the best effect. Be sure to include the link to service day website serve.msu.edu as well as the hashtag #MSUDayOfService.

FACEBOOK/INSTAGRAM

Hype Phase 1: Project Registration (2/21/18 – 3/4/18)

• On April 21, Spartans worldwide will come together in their communities to make a difference. If you have ideas for a service project, you can plan and register it through the Global Day of Service website, serve.msu.edu. #MSUDayOfService
• If you are interested in being a project coordinator for a(n) [Insert alumni club and/or project name] #MSUDayOfService, contact [insert name and contact information here]

Hype Phase 2: Volunteer Registration (3/5/18 – 4/15/18)

• On April 21, Spartans worldwide will come together in their communities to make a difference. Volunteer registration is NOW OPEN! Visit serve.msu.edu to sign up today!
• #MSUDayOfService is a time for the global network of Spartans to flex their collective muscle and make an immediate impact in their communities. Join us on April 21st! Sign up at serve.msu.edu
• We currently have [insert number of projects] service day projects planned! If you would like to join us for one of them, sign up at serve.msu.edu
• No matter how far from the Banks of the Red Cedar we may go, Spartans continue Michigan State University’s longstanding tradition of service to others. Spartans will continue to lead others in making extraordinary impacts that better society for generations ahead. Join Spartans around the world on Saturday, April 21, 2018 as we come together to serve the communities we live in. Project & volunteer registration is now open. serve.msu.edu
There’s still time to sign up and volunteer with the [insert alumni club and/or project name]! You can sign up for one of our projects at serve.msu.edu.

Our favorite part about being involved with [insert alumni club and/or project name]? That’s easy, it’s #MSUDayOfService when we get to spend the day together spreading kindness in [insert city name]! Sign up with us! serve.msu.edu

More than 15,000 hours of community service are worked by Spartans during the Global Day of Service. You can be part of something truly meaningful when you plan to take part in this year’s event on April 21, 2018. Get all the details and register today. serve.msu.edu

Day Of (4/21/18)

- Today’s the day! We are excited to join thousands of Spartans around the world who are volunteering in their communities! #MSUDayOfService
- Today for #MSUDayOfService, Spartans will be going around [insert city name] and [list 3 things that your project’s volunteers will be doing today]
- [We recommend having volunteers post photos of their day and having your club’s accounts share/retweet them]
- For those of you who participated in Global Day of Service, join us for an evening of celebration and reflection. [Insert project leader name] will be hosting a(n) [type of event, time, location] to show our appreciation for those who spent their day volunteering. We hope to see you there! #MSUDayOfService

Thank You (4/22/18)

- Thank you to the [insert number of volunteers] Spartans who came together to empower the [insert city name] community. [Share thank you video] #MSUDayOfService
- Thank you for spreading love and kindness. [Share thank you video/graphic] #MSUDayOfService

TWITTER

Hype Phase 1: Project Creation (2/21/18 – 3/4/18)

- On April 21, Spartans worldwide will come together in their communities to make a difference. If you have any ideas for a service project, you can plan and register it through the Global Day of Service website, serve.msu.edu. #MSUDayOfService
- If you are interested in being a project coordinator for a(n) [insert alumni club and/or project name] #MSUDayOfService, contact [insert name and contact information here]

Hype Phase 2: Volunteer Sign-Up (3/5/18 – 4/15/18)

- On April 21, Spartans worldwide will come together in their communities to make a difference. Volunteer registration is NOW OPEN! Visit serve.msu.edu to sign up today!
- #MSUDayOfService is a time for the global network of Spartans to flex their collective muscle and do some good in the world. Join us on April 21st! Sign up at serve.msu.edu
GLOBAL DAY OF SERVICE
APRIL 21, 2018 • #MSUDAYOFSERVICE
POWERED BY MICHIGAN STATE SPARTANS WORLDWIDE

• Make an impact in your area during @MSUAA’s #MSUDayOfService, 4/21/18. Project & volunteer registration is now open. serve.msu.edu
• We currently have [insert number of projects] service day projects planned! If you would like to join us for one, sign up at serve.msu.edu
• There’s still time to sign up and volunteer with the [insert alumni club and/or project name]! You can sign up for one of our projects at serve.msu.edu.
• Our favorite part about being involved with [insert alumni club and/or project name]? That’s easy, its #MSUDayOfService when we get to spend the day together spreading kindness in [insert city name]! Sign up with us! serve.msu.edu

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• Join us for an evening of celebration and reflection. [insert alumni club and/or project name] will be hosting a(n) [type of event, time, location] to show our appreciation for those who spent their day volunteering. #MSUDayOfService

Thank You (4/22/18)

• Thank you to the [insert number of volunteers] Spartans who came together to empower the [insert city name] community. [Share thank you video/graphic] #MSUDayOfService
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