



**SPARTANS WILL  
SERVE**  
POWERED BY SPARTANS WORLDWIDE

# SAMPLE SOCIAL MEDIA POSTS AND GRAPHICS

## GLOBAL DAY OF SERVICE

### OVERVIEW

To assist in promoting your project leading up to, and on the day of service, we've crafted some social media posts 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 the service day website [serve.msu.edu](http://serve.msu.edu), as well as the hashtag [#SpartansWillServe](https://twitter.com/SpartansWillServe). Please note that these social media posts were developed for Global Day of Service on April 13.

### ACCOUNTS AND HASHTAGS

For your use, here are the official social media accounts of the MSU Alumni office and the university:

- **Hashtag:** [#SpartansWillServe](https://twitter.com/SpartansWillServe).
- **Facebook:** [@msualumni](https://www.facebook.com/msualumni) and [@spartans.msu](https://www.facebook.com/spartans.msu).
- **Twitter:** [@msualumni](https://twitter.com/msualumni) and [@michiganstateu](https://twitter.com/michiganstateu).
- **Instagram:** [@msualumni](https://www.instagram.com/msualumni) and [@michiganstateu](https://www.instagram.com/michiganstateu).
- **YouTube:** [MichiganStateAlumni](https://www.youtube.com/MichiganStateAlumni).

**Marketing and promotion tools:** [serve.msu.edu/volunteerTools.cfm](http://serve.msu.edu/volunteerTools.cfm) includes sample social media posts for Facebook, Twitter, Instagram, and email. For some graphics, there may be instructions provided, so please be sure that you review these requirements.

- Refer to the "[Promoting Your Service Project Through Graphics](http://serve.msu.edu/volunteerTools.cfm)" document on [serve.msu.edu/volunteerTools.cfm](http://serve.msu.edu/volunteerTools.cfm).

The MSU Alumni office wants to see your content. Share your posts, photos, and videos by using the hashtag [#SpartansWillServe](https://twitter.com/SpartansWillServe). Using this hashtag will make your posts easily searchable for the MSU Alumni office and other Spartans. Post your content to all of your social media platforms and, if possible, tag your alumni club, employer, MSU department or program, community partner/organization, and volunteers.

### SAMPLE POSTS

#### FACEBOOK

##### Project Registration (February 4 - February 28)

- On April 13, 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](http://serve.msu.edu). [#SpartansWillServe](https://twitter.com/SpartansWillServe)
- If you are interested in being a project coordinator for a(n) [Insert alumni club and/or project name] [#SpartansWillServe](https://twitter.com/SpartansWillServe) project, contact [insert name and contact information here].
- Do you have an idea for a service project for Global Day of Service on April 13? Plan and register it by going to [serve.msu.edu](http://serve.msu.edu) [#SpartansWillServe](https://twitter.com/SpartansWillServe)

##### Volunteer Registration (March 1 - April 10)

- On April 13, Spartans worldwide will come together in their communities to make a difference. Volunteer registration is NOW OPEN! Visit [serve.msu.edu](http://serve.msu.edu) to sign up today!
- [#SpartansWillServe](https://twitter.com/SpartansWillServe) 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 13! Sign up at [serve.msu.edu](http://serve.msu.edu) [#SpartansWillServe](https://twitter.com/SpartansWillServe)
- 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](http://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 13 as we come together to serve the communities we live in. Project & volunteer registration is now open. [serve.msu.edu](http://serve.msu.edu) #SpartansWillServe
- 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](http://serve.msu.edu).
- Our favorite part about being involved with [insert alumni club and/or project name]? That's easy, it's #SpartansWillServe when we get to spend the day together spreading kindness in [insert city name]! Sign up with us! [serve.msu.edu](http://serve.msu.edu)
- More than 7,000 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 13. Get all the details and register today. [serve.msu.edu](http://serve.msu.edu) #SpartansWillServe

### **Day Of (April 13)**

- Today's the day! We are excited to join thousands of Spartans around the world who are volunteering in their communities! #SpartansWillServe
- Today for #SpartansWillServe, 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! #SpartansWillServe

### **Thank You (April 14 and Onward)**

- Thank you to the [insert number of volunteers] Spartans who came together to empower the [insert city name] community. [Share thank you video] #SpartansWillServe
- Thank you for spreading love and kindness. [Share thank you video/graphic] #SpartansWillServe
- Thank you for making a positive impact and creating a better tomorrow. #SpartansWillServe

## **TWITTER**

### **Project Registration (February 4 - February 28)**

- On April 13, 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](http://serve.msu.edu). #SpartansWillServe
- If you are interested in being a project coordinator for a(n) [insert alumni club and/or project name] #SpartansWillServe, contact [insert name and contact information here].

### **Volunteer Registration (March 1 - April 10)**

- On April 13, Spartans worldwide will come together in their communities to make a difference. Volunteer registration is NOW OPEN! Visit [serve.msu.edu](http://serve.msu.edu) to sign up today! #SpartansWillServe
- #SpartansWillServe 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 13! Sign up at [serve.msu.edu](http://serve.msu.edu)
- Make an impact in your area during @MSUAlumni's #SpartansWillServe, 4/13/19. Project & volunteer registration is now open. [serve.msu.edu](http://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](http://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](http://serve.msu.edu).
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## **INSTAGRAM**

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## **GRAPHICS**

Pick and choose from a variety of social media graphics provided or create your own using the guidelines provided.

- Refer to the "[Promoting Your Service Project Through Graphics](#)" document on [SERVE.MSU.EDU/volunteerTools.cfm](http://SERVE.MSU.EDU/volunteerTools.cfm)