

SOCIAL MEDIA TEXT

Tips and Instructions:

- **Tailor the Content:** Replace placeholders (highlighted in yellow) with specific details relevant to your cause. Ensure all highlighting and brackets are removed before posting.
- **Encourage Action:** Make your call-to-action clear to drive participation and donations.
- **Be Active:**
 - Post consistently before and during Giving Day to build awareness and maintain excitement.
 - Plan a schedule of posts, including countdowns, day of updates, and share challenges.
- **Be Accessible:** Add ALT text to all images:
 - ALT Text: Sonoma State University Giving Day April 23, 2026, givingday.sonoma.edu
- **Leverage Stories:** Use the “Swipe Up” or “Link in Bio” features to direct users to the Giving Day cause’s webpage.
- **Engage With Your Audience:**
 - Reply to comments and messages promptly!
 - Encourage members of your cause to tag members, comment, like, and share posts to spread awareness and drive engagement.
- **Promote Impact:** Share real-life stories or statistics about how donations support your cause.
- **Media:** Utilize the media listed below and/or create your own using the templates provided on the [Giving Day](https://givingday.sonoma.edu) toolkit website.

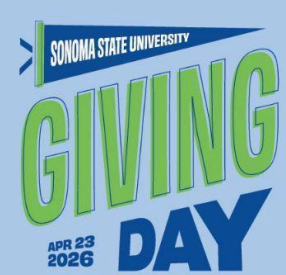
Sample Social Media Text:

Save the Date in Early March

Media: Social media images on the [Giving Day](https://givingday.sonoma.edu) toolkit website. Recommend Giving Day general graphic with calendar and date.

Facebook

 Save the Date for Sonoma State's Giving Day on April 23, 2026! 🌟 Join **[cause name]** in supporting **[specific outcome or benefit]**. Every gift matters, and together, we can make a difference! ❤️ Learn more ➡ givingday.sonoma.edu.



SOCIAL MEDIA TEXT

Instagram Feed

☀️ Save the Date for Sonoma State's Giving Day on April 23, 2026! 📅 Join [cause name] in supporting [specific outcome or benefit]. Your gift matters, and together, we can make a lasting impact! 💙 Find out more ➡️ givingday.sonoma.edu.

#AllForSonomaState #SonomaState

Instagram Story

Post story graphic.

LinkedIn

📅 Save the Date for Sonoma State's Giving Day on April 23, 2026! Join [cause name] in supporting [specific outcome or benefit]. Your support makes a world of difference! 🌍 Find out more at givingday.sonoma.edu.

Video Announcement in Mid March

🎥 **Download the video from the [Giving Day](#) toolkit website and post it directly to the platform:**

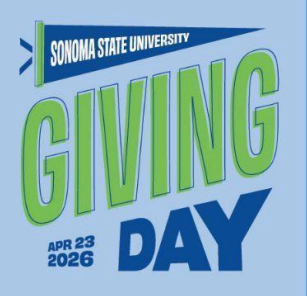
Facebook:

📅 Join us on April 23, 2026, for Sonoma State's Giving Day! ☀️ Your support for [cause name] empowers [specific outcome or benefit]. Learn more ➡️ givingday.sonoma.edu.

Instagram Reel:

☀️ On April 23, 2026, we invite you to be a part of Sonoma State's Giving Day! Join us in making a difference for [cause name] in supporting [specific outcome or benefit]. See how your support fuels change for our community. Visit the link in bio for more information.

#AllForSonomaState #SonomaState



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LinkedIn:

 April 23, 2026, is Sonoma State's Giving Day!  Watch our video and see how your support can drive change for [cause name]. Together, we can achieve [specific outcome or benefit]. 

One Month Before Giving Day

Media: Social media images on the [Giving Day](#) toolkit website. Recommend Giving Day 1 month until graphics.

Facebook

 The Countdown is on! We're just one month away from Sonoma State's Giving Day on April 23, 2026! Mark your calendars and join us in supporting [cause name]. Together, we can make [specific outcome or benefit] a reality for our community. 

Learn more  givingday.sonoma.edu

Instagram Feed

 1 Month to go! Sonoma State's Giving Day is coming up on April 23, 2026! Support [cause name] and help us create [specific outcome or benefit]. Together, we can make a lasting impact!  Learn more  givingday.sonoma.edu

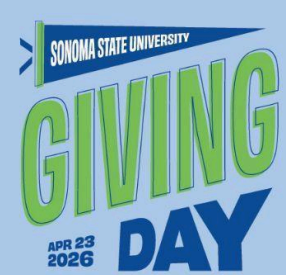
#AllForSonomaState #SonomaState

Instagram Story

Post story graphic.

LinkedIn

 One Month to go! The countdown to Sonoma State's Giving Day has begun! Join us on April 23, 2026, to support [cause name] and help us achieve [specific outcome or benefit]. Together, we can create opportunities and change lives.  Learn more  givingday.sonoma.edu



SOCIAL MEDIA TEXT

Two Weeks Before Giving Day

Media: Social media images on the [Giving Day](#) toolkit website. Recommend Giving Day 2 weeks until graphics.

Facebook

🇺🇸 Two weeks to go until Sonoma State's Giving Day on April 23, 2026! Join us for 24 hours of impact as we raise funds for [cause name] to achieve [specific outcome or benefit]. Together, we can create brighter futures! ❤️ Learn more ➡ givingday.sonoma.edu.

Instagram Feed

✨ Two weeks until Sonoma State's Giving Day on April 23, 2026! Let's support [cause name] and make [specific outcome or benefit] a reality. Your generosity can change lives! ❤️ Learn more ➡ givingday.sonoma.edu.

#AllForSonomaState #SonomaState

Instagram Story

Post story graphic.

LinkedIn

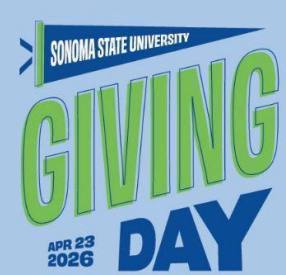
✨ Two weeks until Sonoma State's Giving Day on April 23, 2026! ☀️ Help [cause name] achieve [specific outcome or benefit] by joining us for 24 hours of collective impact. Every gift matters! ❤️ Learn more ➡ givingday.sonoma.edu.

One Week Before Giving Day

Media: Social media images on the [Giving Day](#) toolkit website. Recommend Giving Day 1 week until graphics.

Facebook

🎉 One week to go! Sonoma State's Giving Day is happening on April 23, 2026. Let's unite to support [cause name] and make [specific outcome or benefit] possible. Every gift counts! ❤️ Learn more ➡ givingday.sonoma.edu.



SOCIAL MEDIA TEXT

Instagram Feed

 It's almost time! Sonoma State's Giving Day is one week away! Join us in supporting **[cause name]** to achieve **[specific outcome or benefit]**.  Learn more  givingday.sonoma.edu.

#AllForSonomaState #SonomaState

Instagram Story

Post story graphic.

LinkedIn

 One week left! Join us on April 23, 2026, for Sonoma State's Giving Day. Support **[cause name]** and help us achieve **[specific outcome or benefit]**. Your generosity makes a difference!  Learn more  givingday.sonoma.edu.

One Day Before Giving Day

Media: Social media images on the [Giving Day](#) toolkit website. Recommend Giving Day 1 day until graphics.

Facebook

 Tomorrow's the day! Join us on April 23, 2026, for Sonoma State's Giving Day. Help **[cause name]** create **[specific outcome or benefit]**. Together, we can make a difference!  Learn more  givingday.sonoma.edu.

Instagram Feed

 Tomorrow's the day! Join **[cause name]** on Sonoma State's Giving Day to achieve **[specific outcome or benefit]**. Every contribution counts!  Learn more  givingday.sonoma.edu.

#AllForSonomaState #SonomaState

Instagram Story

Post story graphic.

SOCIAL MEDIA TEXT

LinkedIn

🌟 It's almost time! Tomorrow, April 23 is Sonoma State's Giving Day begins! Stand with [cause name] to make [specific outcome or benefit] a reality. ❤️ Learn more ➡️ givingday.sonoma.edu.

Giving Day!

Media: Social media images on the [Giving Day](#) toolkit website. Recommend Giving Day branding or I Gave depending on the post.

Facebook

🎉 Today's the day! Sonoma State's Giving Day is here! Support [cause name] and make [specific outcome or benefit] happen. Donate now ➡️ givingday.sonoma.edu

🕒 The countdown is over! Dive into hourly challenges during Sonoma State's Giving Day today and maximize the power of your gift. Join us ➡️ givingday.sonoma.edu

🐾 Once a Seawolf, always a Seawolf! Stand with [cause name] on Sonoma State's Giving Day today. Your contribution shapes the future of our community. Give now ➡️ givingday.sonoma.edu

🎓 Sonoma State paved the way for my success. Today, let's pay it forward. Join me in making a gift, big or small, to support [cause name]. Give now ➡️ givingday.sonoma.edu

🎉 I gave back to Sonoma State for Giving Day! 🐾 Have you? 🌟 Join me in supporting the students and programs that make SSU special. Give today ➡️ givingday.sonoma.edu

🕒 The clock is ticking! Sonoma State's Giving Day concludes at midnight (4/23). Make your gift today to [cause name]. Give now ➡️ givingday.sonoma.edu

Instagram Feed

🎉 Today's the day! Support [cause name] on Sonoma State's Giving Day and help us achieve [specific outcome or benefit]. ❤️ Give now ➡️ givingday.sonoma.edu

#AllForSonomaState #SonomaState

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🕒 The countdown is over! Dive into hourly challenges during Sonoma State's Giving Day today and maximize the impact of your contribution. Join ➡ givingday.sonoma.edu

#AllForSonomaState #SonomaState

🐾 Once a Seawolf, always a Seawolf! Stand with [cause name] on Sonoma State's Giving Day today. Your contribution shapes the future of our community. Give now ➡ givingday.sonoma.edu

#AllForSonomaState #SonomaState

🎓 Sonoma State laid the foundation for my success. Today, let's pay it forward. Join me in making a gift, big or small, to support [cause name]. Give now ➡ givingday.sonoma.edu

#AllForSonomaState #SonomaState

🎉 I gave back to Sonoma State for Giving Day! 🌟 Did you? Let's come together and support the future of SSU. 🐾❤️ Give today ➡ givingday.sonoma.edu

#AllForSonomaState #SonomaState

🕒 Time is of the essence! Sonoma State's Giving Day concludes at midnight. Don't forget to make your gift today to [cause name]. Give now ➡ givingday.sonoma.edu

#AllForSonomaState #SonomaState

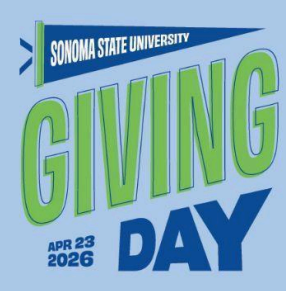
Instagram Story

Post story graphic.

Post challenge graphics. We recommend picking a couple and not posting all of the graphics.

LinkedIn

🎉 Sonoma State's Giving Day is here! Support [cause name] and help us create [specific outcome or benefit]. Every gift matters! ❤️ Make your gift today ➡ givingday.sonoma.edu



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🕒 The countdown is over, and Sonoma State's Giving Day is here! Engage in hourly challenges to maximize the impact of your contribution. Join us ➡ givingday.sonoma.edu

🐾 Once a Seawolf, always a Seawolf! Stand with **[cause name]** on Sonoma State's Giving Day today. Your contribution shapes the future of our community. Give now ➡ givingday.sonoma.edu

🎓 Sonoma State laid the foundation for my success. Join me in making a gift, big or small, to support **[cause name]**. Give now ➡ givingday.sonoma.edu

🦊 I'm proud to support Sonoma State for Giving Day! Giving back means empowering the next generation of students and investing in our community's future. ❤️ Have you joined the cause yet? Give today ➡ givingday.sonoma.edu

🕒 Don't forget Sonoma State's Giving Day concludes at midnight. Make a lasting impact with your gift to **[cause name]**. Every contribution matters! Give before it's too late ➡ givingday.sonoma.edu

Thank You After Giving Day

Facebook

🎉 Thank You! Your generosity on Sonoma State's Giving Day helped **[cause name]** achieve **[specific outcome or benefit]**. Together, we made a difference! ❤️

Instagram Feed

🐾 We Did It! Thank You! Your support on Giving Day helped **[cause name]** achieve **[specific outcome or benefit]**. ❤️
#AllForSonomaState #SonomaState

LinkedIn

🎉 Thank You! Your support during Sonoma State's Giving Day helped **[cause name]** make **[specific outcome or benefit]** possible. ❤️