

## Social Media Best Practices for FSU Great Give 2026

### FSU's Great Give Platforms to Focus On

#### Platforms

- **Instagram** – best for visuals, Stories, Reels and reshares
- **Facebook** – strongest for alumni, parents and longer captions
- **LinkedIn** – leadership messages and impact-focused content
- **X (Twitter)** – quick updates and milestones

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#### Social media accounts to follow

- **fsualumni** on IG and X, **FSU Alumni Association** on FB and LinkedIn
- **fsugreatgive** on IG and X, **FSU's Great Give** on FB

### Posting Timing and Frequency

FSU Great Give runs for 24 hours. Multiple touchpoints are encouraged.

#### Recommended posting

- Morning kickoff: 8–10 a.m.
- Midday update: 11 a.m.–2 p.m.
- Afternoon momentum: 3–5 p.m.
- Final push: last 1–2 hours before midnight

#### Throughout the day

- Reshare FSU or unit posts to your feed or Stories
- Like posts from your school or unit and FSU main accounts
- Comment on posts to boost reach

#### Always say “FSU’s Great Give”

- Do not use “Great Give” alone

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#### Our current social media schedule

- Week of 1/26-1/30: Impact video #1
- 2/4: Longer video

## Social Media Best Practices for FSU Great Give 2026

- Week of 2/16-2/20: Impact video #2
- Week of 2/23-2/17: Impact video #3
- The day of FSU's Great give: updates all day

### Visual Best Practices

- Use photos of people when possible (students, faculty, events)
  - Short videos, including phone videos, perform well
  - Use official FSU Great Give graphics when available
  - Always include a caption
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### Hashtags

- #FSUGreatGive
  - Unit hashtags optional
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### Caption Templates

Here are some social post ideas. You can use them as-is or add a little personality, emojis, or flair if you want! Whatever feels right for your audience.

#### Template 1: Kickoff or Early Day


1. Today is **FSU Great Give**, and **[School or Unit Name]** is proud to be part of this 24-hour day of giving!  
We are raising support for **[project or fund name]**, which helps **[brief impact statement]**. You can be part of this effort here: **[link]**.  
Thank you for supporting **[students, programs or mission]**!  
#FSUGreatGive
  2. It is officially FSU Great Give, and today is all about coming together to support **[School or Unit Name]**!  
Our focus this year is **[project or fund name]**, which plays a key role in **[brief impact statement]**.  
If you would like to support this effort, visit **[link]**.  
We appreciate everyone who helps move this work forward!  
#FSUGreatGive
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#### Template 2: Midday Momentum

1. The support for **[School or Unit Name]** during **FSU Great Give** has been incredible so far!

## Social Media Best Practices for FSU Great Give 2026


Thanks to [# donors so far] supporters, we have raised [\$ amount] toward our goal of [\$ goal]. There is still time to give! Your donation will directly support [project or fund name] and [impact statement].

 Show your support at [link]. #FSUGreatGive

2. We are feeling the support during **FSU Great Give**, and it means a great deal to [School or Unit Name]!

At this point in the day, [# donors so far] supporters have contributed [\$ amount] toward our goal of [\$ goal]. There is still time to be part of today's giving!

Your support helps strengthen [project or fund name] and the impact it has on [students, programs or community].

 Show your support at [link]. #FSUGreatGive

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### Template 3: Final Push

1. With [time remaining] left in **FSU Great Give**, [School or Unit Name] is closing in on its goal! Every gift helps support [students, programs or initiative] and makes a lasting impact. Help us finish strong before midnight at [link].  
#FSUGreatGive
2. The final hours of **FSU Great Give** are underway, and every gift makes a difference for [School or Unit Name]!  
If you are considering a contribution, now is a great time to help us meet our goal and support [students, programs or initiative]. You can take part here: [link].  
Thank you for helping us close out the day strong!  
#FSUGreatGive

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### Template 4: Thank You Post

1. Thank you to everyone who supported [School or Unit Name] during **FSU Great Give**.  
With the help of [# donors] generous supporters, we raised [\$ total] to benefit [project or fund name]!  
Your generosity will directly support [students, programs or outcome]. We could not have done this without you!  
#FSUGreatGive
  2. The generosity shown during **FSU Great Give** has been inspiring for [School or Unit Name]!  
Thanks to [# donors] supporters, we raised [\$ total] to support [project or fund name]. These funds will directly benefit [students, programs or outcome].  
We are grateful for every gift and every message of support!  
#FSUGreatGive
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## **Social Media Best Practices for FSU Great Give 2026**

### **Optional Comment Starters for Leaders**

- “So grateful for our generous FSU community!”
- “Thank you to everyone who made this possible!”
- “Proud to see the impact of #FSUGreatGive.”
- “Your support makes a real difference for our students!”