

## 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!”