



SOCIAL MEDIA GUIDE

Click here to open all
#WrightDay2Give digital assets



OCTOBER 1
WRIGHT STATE UNIVERSITY

BEFORE #WrightDay2Give (Sept. 23–30)

Thank you for joining your fellow social media ambassadors and spreading the word about **#WrightDay2Give**. Harnessing the power of social media can bring us even closer to our goal of surpassing 600 donors.

You can help by sharing any or all of the graphics found in the [Raider Up folder](#), paired with the suggested captions, on Facebook, Twitter, Instagram, or anywhere your followers and friends are!

Wright State University and the Wright State Alumni Association can be found on the platforms below, so please tag both when you can, and always be sure to link the page to bit.ly/SupportWDTG in each of your posts.

WRIGHT STATE UNIVERSITY



[@WrightStateUniversity](https://www.facebook.com/WrightStateUniversity)



[@WrightState](https://twitter.com/WrightState)



[@WrightStateU](https://www.instagram.com/WrightStateU)

WRIGHT STATE ALUMNI ASSOCIATION



[@WrightStateAlumni](https://www.facebook.com/WrightStateAlumni)



[@WrightStAlumni](https://twitter.com/WrightStAlumni)



[@WrightStateAlumni](https://www.instagram.com/WrightStateAlumni)

COVER PHOTO



Use any of the banner photos found in the ["Cover Photos" folder](#) across your social platforms. Please upload them and use the captions below:

CAPTIONS

> Get ready, Raiders! If we can make it to our goal of 600 donors on **#WrightDay2Give**, October 1, local business The Greentree Group will give \$5,000 to Wright State. Can you help us get there?

#RaidersGiveBack bit.ly/SupportWDTG

> 600 donors. 24 hours. Can you help us get there? Show your **#RaiderPride** on October 1,

#WrightDay2Give bit.ly/SupportWDTG

> Give where it matters most to you during **#WrightDay2Give** on October 1. **#RaiderUp** by making a gift! bit.ly/SupportWDTG

PROFILE PHOTO + VIDEOS

Use the profile photo below in the ["Profile photos" folder](#) across your social media platforms. You can also add a profile "picture frame" on your current Facebook photo. Just visit facebook.com/profilepicframes and search for "Wright State" to unlock this special frame.

FACEBOOK PROFILE PICTURE FRAME

Visit facebook.com/profilepicframes and search for "Wright State" to unlock this special frame and use one of the captions below. The frame will be active from September 20 until October 3.

Share and encourage others to do the same!



CAPTIONS

- > It's almost time to show your support on October 1, the **#WrightDay2Give**. One Day. Every Raider. Everywhere. bit.ly/SupportWDTG
- > **#WrightDay2Give** – Show your support for a Wright State organization or college you love. BE THE ONE to show you care. bit.ly/SupportWDTG
- > **YOUR** gift can change a student's life today. **BE THE ONE** to make a difference. **#WrightDay2Give** bit.ly/SupportWDTG

TEASER/MAIN VIDEO RELEASE

BEFORE **#WrightDay2Give**, we encourage you to share our TEASER video, found in the ["Posts" folder](#), with all of your friends, "teasing" them that **#WrightDay2Give** is quickly approaching.

PLEASE share the MAIN video in the same folder on Monday, September 30, or on **#WrightDay2Give**



DAY-OF #WrightDay2Give (Oct. 1)

Use the photos OR video below in the ["Posts" folder](#) across your social media platforms on the official Wright Day to Give (Tuesday, October 1) to let your friends know that you're supporting Wright Day to Give!

MORNING POST



CAPTIONS

- > Good morning, Raiders! It's the **#WrightDay2Give**. Help our students succeed with your gift today: bit.ly/SupportWDTG
- > **BE THE ONE** to make a difference. Challenge your fellow alumni and friends to do the same! Share this and make YOUR gift count. bit.ly/SupportWDTG
- > It's the **#WrightDay2Give** show your support for a Wright State organization or college you love. **BE THE ONE** to show you care. bit.ly/SupportWDTG

EVENING POST

(THERE ARE SEVERAL OTHER PHOTOS IN THE FOLDER TO CHOOSE FROM)



CAPTIONS

- > Today, on the **#WrightDay2Give**, we are challenging ALL Raiders to come together for Wright State students: bit.ly/SupportWDTG
- > Let's make history and surpass our goal of 600 donors. Show your **#RaiderPride** and support your passion! bit.ly/SupportWDTG
- > Help us surpass our goal of 600 donors before the clock strikes midnight! **#WrightDay2Give** **#RaiderUp** bit.ly/SupportWDTG