

SOCIAL MEDIA GUIDE

ONE TRIBE ONE DAY 2019



This year, William & Mary will be celebrating its sixth annual giving day — One Tribe One Day. April 16, 2019, is a chance to show how much the university means to us and the impact it has had on our lives. Around the world, and throughout the day, the Tribe community will gather to celebrate by giving back, and paying it forward. Every gift, no matter the size, to any area makes a difference and strengthens William & Mary.

This guide provides suggestions on messaging leading up to, during and following One Tribe One Day. Help us spread the word about our giving day and its challenges, like the brand-new social media challenge, by using the #OneTribeOneDay hashtag and posting on Facebook and LinkedIn, sharing photos on Instagram and staying active on Twitter. We will also be sharing great content throughout the day, including videos and livestreams. Follow the day's progress on the One Tribe One Day website (<http://www.wm.edu/otod>) and on all our social media platforms.

We greatly appreciate your help furthering this important cause. If you have any questions, or need any additional guidance, please feel free to contact Tiffany Broadbent Beker, director of digital marketing, at tlbroa@wm.edu or 757-221-3426 or Jennifer Hughes, digital communications manager, at jhughes01@wm.edu or 757-221-1924.

WEBSITE

<http://www.wm.edu/OTOD>

HASHTAGS

#OneTribeOneDay

#TribePride

#WMAumni

WHO TO FOLLOW



@WMAumni



[William & Mary Alumni Association](#)



@WMAumni



@ImpactWM



Impact William & Mary



William & Mary

SOCIAL MEDIA CHECKLIST

March 1-April 15: Before One Tribe One Day

- Follow Impact William & Mary on Facebook and Twitter and the W&M Alumni Association on Facebook, Twitter and Instagram and share the posts leading up to April 16.
- Come up with ways to show the impact of private giving in your area of interest with stories, photos and videos that you can share on April 16 using the **#OneTribeOneDay** hashtag.
- Change your profile and cover photos to let your followers know about **#OneTribeOneDay** – don't forget the hashtag and the website in the caption!
- On your social media accounts, share the educational graphics University Advancement will be distributing. Remember to use the **#OneTribeOneDay** hashtag when you post the graphics.
- Remind your followers about **#OneTribeOneDay** and share why you will be giving back to W&M. Encourage your network to give back and pay it forward on April 16.

April 16: #OneTribeOneDay

- Make your gift!
- Encourage your followers to participate and make a gift — any gift, no matter the size, makes a difference. Gifts under \$250 cumulatively added up to more than \$3 million last fiscal year.
- Post on social media using the **#OneTribeOneDay** hashtag. Each hashtagged post will get us one more step towards unlocking our \$5,000 social media challenge.
- Share the videos that we'll be posting throughout the day demonstrating the power of one gift. We'll also be sharing photos and video from events around the world as well as resharing community posts using the **#OneTribeOneDay** hashtag.
- Throughout the day, we have donors challenging the Tribe community to power participation milestones as well as all-day challenges for the schools and units, social media and more.

- Attend a **#OneTribeOneDay** celebration event in your area, if applicable. You can find the full list of events and locations at www.wm.edu/OTOD. Don't forget to post your photos of the event on social media!
- If you know someone in your network made a gift, make sure to thank them.

April 17 - April 25: After One Tribe One Day

- Thank your followers for participating. We couldn't have achieved this extraordinary day without them (or you!).
- Be on the lookout for the announcement of our participation and dollar totals. Share that post and help us to thank the Tribe.

SOCIAL MEDIA POSTS

Thank you for agreeing to help spread the word about One Tribe One Day. Please note that the posts below are suggestions. Have something else to say that isn't below? We'd love for you to share your unique take on this annual giving day.

One of our favorite ways to encourage conversation around **#OneTribeOneDay** is to ask **"Why do you give back to W&M?"** Answers have a wide range — some talk about their experiences at W&M, others talk about the meaningful impact that alma mater made on them. No matter what you have to say, make sure to promote One Tribe One Day with whatever message is meaningful to you and use the #OneTribeOneDay hashtag!

Facebook, Twitter, Instagram & LinkedIn

[Pre-event] On April 16, the William & Mary community will give back and pay it forward. Join us on #OneTribeOneDay and make a difference. Mark your calendars: www.wm.edu/OTOD

It only takes one to make a big impact. One moment. One professor. One class. One friend. One all nighter with friends in Swem. One you. Be a part of something bigger, better, bolder and make a difference this #OneTribeOneDay. www.wm.edu/OTOD

Is a professor in your favorite department participating in the Save a Professor Challenge? Save Professor [INSERT NAME] from [INSERT SCHOOL OR DEPARTMENT NAME] from getting dunked this afternoon at the #OneTribeOneDay Carnival! Each donation counts as a vote to keep your choice from a watery fate. See the results via livestream at 5 p.m. on the ImpactWM Facebook page.

When I was a W&M student, being a part of [INSERT ACTIVITY] made my time there richer. I want students today to have a similar experience. Help me make the @williamandmary more meaningful for students on #OneTribeOneDay. www.wm.edu/OTOD

On #OneTribeOneDay last year, 12,770 #wmAlumni and friends donated nearly \$2.5 million to @williamandmary scholarships, professorships, lab equipment, club support and so much more. Help make #OneTribeOneDay bigger, better and bolder today! www.wm.edu/OTOD

Facebook, Twitter, Instagram & LinkedIn (continued)

At William & Mary, we provide more than just an education. We inspire students to reach higher; to be leaders and pioneers. Today, help us educate and inspire these students of great promise by giving to scholarships today: www.wm.edu/OTOD #OneTribeOneDay #wmForTheBold

One scholarship can change a student's life. One student can change the world. Your gift can make an enormous difference. Be the change – give back today #OneTribeOneDay www.wm.edu/OTOD

Be a part of something Bigger. Better. Bolder. On #OneTribeOneDay today, there are 10 giving challenges. \$690,000 in challenge funds at stake. Help @williamandmary earn \$690,000 by giving your own gift today.

[INSERT FACULTY/STAFF NAME] made an impact on me when I went to @williamandmary because [INSERT REASON]. On #OneTribeOneDay, I give so today's students can have the same experience. www.wm.edu/OTOD #wmForTheBold

Why do you give back? Tell your story today with the hashtag #OneTribeOneDay and show your #TribePride by giving back at www.wm.edu/OTOD

[Post-event] Thank you to everyone who paid it forward and made a difference. #OneTribeOneDay was a success! You helped to make a huge impact on our beloved university. www.wm.edu/OTOD

CHALLENGES

Amplify your impact by making a gift on one tribe one day. All day long we will have a series of challenges you can participate in. What's at stake if we don't meet all of our challenges on OTOD? **\$690,000 is at stake.**

Here's how the challenges work:

Every single person making a gift on OTOD will be counted toward donor challenges throughout the day. Once a challenge is met, several generous donors will contribute a significant amount of dollars to all things that make William & Mary great. So in effect, they are challenging you to make a gift — of any amount — so that we can raise an additional \$690,000 from them on One Tribe One Day.

Here are the challenges YOU can help us meet:

Milestone Challenges

- **1,693** donors who make a gift = an additional **\$40,000** to William & Mary.
Big Apple Challenge, sponsored by an anonymous donor
- **4,000** donors who make a gift = an additional **\$75,000** to William & Mary.
Kurland Challenge, sponsored by Leanne Dorman Kurland '75, P '05 and Alex Kurland P '05
- **8,000** donors who make a gift = an additional **\$100,000** to William & Mary.
Southwick-Suchar Challenge, sponsored by Elizabeth "Betty" Suchar '65, James T. Southwick '82 and Solace Southwick
- **13,000** donors who make a gift = **\$200,000** to William & Mary.
McLeod-Tyler Challenge, sponsored by Elizabeth "Bee" McLeod '83, M.B.A. '91 and J. Goodenow "Goody" Tyler III HON '11

Daylong Challenges

Social Media Challenge

After you make a gift on OTOD, proudly share on social using #OneTribeOneDay. Each public use of the hashtag will earn one dollar, up to an additional **\$5,000** for the university.

Fill the Map Challenge

Representation from donors in every U.S. state will turn the map from green to gold. Once every state is gold, **\$20,000** is unlocked.

Save Your Favorite Professor Challenge

Make a gift and vote to save a professor most endearing to you. The professors with the least votes will get dunked. Bonus: you can watch it live on Facebook AND an additional **\$50,000** will be unlocked for this dunking challenge.

Top-Performing School & Unit Challenge

\$15,000 will be awarded to departments or areas winning the following categories: most donors, most new donors and most improved from OTOD in 2018. **\$5,000** will be awarded for honorable mention.

Top-Performing School & Unit Challenge sponsored by Sue Hanna Gerdelman '76, P '07, P '13 and John Gerdelman '75, P '07, P '13.

Parent & Family Council Challenge

2,500 parents who make a gift = an additional **\$100,000** to William & Mary

SOCIAL MEDIA IMAGES

Using images on your social media accounts to support One Tribe One Day is easy. Visit the One Tribe One Day social media download page (<https://giving.wm.edu/OTODdownloads/>) to find a multitude of images to use as profile images and in social posts.

Don't forget to include the web address (www.wm.edu/OTOD) in the caption of your image so that others know where to give!