Giving Tuesday is about making a world of difference by doing good stuff. Help us grow the 2018 campaign by sharing your plans on social media of how your company is getting involved.

**TOP SOCIAL MEDIA TIPS**

**IMAGE DIMENSIONS**
Users engage more with visual content. Twitter, LinkedIn and Facebook dimensions: 1200 x 630 pixels.

**USE #GIVINGTUESDAY**
The #givingtuesday hashtag will show your support for the campaign and get your story heard.

**TAG @GIVINGTUESDAYUK**
We want to know all about your plans so that we can share your story.

**SHORTEN YOUR LINK**
Use [www.bitly.com](http://www.bitly.com) to shorten the links you include in your post.

**ENGAGE**
Engage with comments on your social posts by replying to them or generally engage with others talking about Giving Tuesday. Twitter: like, retweet and reply. LinkedIn: like, comment, share and connect. Facebook: like, comment, react and share.

**CHARACTER LIMIT**
Twitter: max 280. LinkedIn and Facebook: max 250 (recommend 150).
SAMPLE POSTS TO GET YOU STARTED

This copy is tailored to meet Twitter’s character limit but can also be used for your LinkedIn and Facebook posts.

We are one of many companies who are proud to support #givingtuesday. Find out what we’re doing this year: <link>

We’ve partnered with #givingtuesday this year to make a world of difference! Visit our website to find out more: <link>

We’re proud to work with <@charity name>. See how we’ve worked together to support #givingtuesday: <link>

Join us in embracing the spirit of generosity for #givingtuesday. Our plan is in place - discover more here: <link>

There’s nothing quite like the gift of giving. That’s why we’ve got involved in #givingtuesday this year: <link>

We’re celebrating #givingtuesday by <details of your plan>. What will you be doing?

Our employees are donating their skills and expertise. That’s just one way of taking part in #givingtuesday: <link>

We’re proud to be involved in #givingtuesday and we’re using our Payroll Giving scheme to encourage our employees to pledge their support.

Today’s the day to do good stuff for charity. Find out what we’re doing for #givingtuesday <link>