



SOCIAL MEDIA TOOLKIT

PAY IT FORWARD **TOGETHER**



LovEMU - 1920x1080 - digital background



LovEMU - 1200x500 - Facebook banner/header



LovEMU - 400x400 - profile image



LoveEMU 2023 - Royal Pride FB post 1



LoveEMU 2023 - Give Today FB post 1




LoveEMU 2023 - Give Today FB post 2




LoveEMU 2023 - Give Today FB post 3

I love the compassion and resilience that are demonstrated every day for and by faculty, staff, and students at EMU!

- LINDA GNAGEY


#EMUGivingDay  **love.emu.edu**




LoveEMU 2023 - Gnagey Quote FB post

I love emu because it propelled me to thrive professionally and it empowered me as a woman of color.

- CLAUDETTE MONROY

#EMUGivingDay  **love.emu.edu**



LoveEMU 2023 - Monroy Quote FB post

One of the things i have appreciated most about emu is the emphasis on compassion for the less privileged, and feeling supported by that culture to continue to seek opportunities to serve.

- KENNETH SEITZ

#EMUGivingDay  **love.emu.edu**



LoveEMU 2023 - Seitz Quote FB post

SHARE A MESSAGE ON SOCIAL MEDIA!

I just gave to EMU for **#EMUGivingDay** because I want to help empower students, faculty and staff to fulfill the EMU mission to prepare students to serve and lead in a global context. Join me by participating in any way you can!

love.emu.edu



LoveEMU 2023 - Share FB post 1

Sample text: I just gave to EMU for #EMUGivingDay because I want to help empower students, faculty and staff to fulfill the EMU mission to prepare students to serve and lead in a global context. Join me by participating in any way you can! love.emu.edu

SHARE A MESSAGE ON SOCIAL MEDIA!

TODAY is **#EMUGivingDay**! Give back by participating in EMU’s annual day of giving: put on your EMU blue, make a gift and share why you give on social media. Let’s go Royals!

love.emu.edu



Sample text: TODAY is #EMUGivingDay ! Give back by participating in EMU’s annual day of giving: put on your EMU blue, make a gift and share why you give on social media. Let’s go Royals! love.emu.edu

LoveEMU 2023 - Share FB post 2

Help EMU support unifying leaders

SHOW YOUR ROYALS’ PRIDE. GIVE TODAY!

[#EMUGivingDay](https://love.emu.edu)



love.emu.edu



LoveEMU 2023 - Unifying leaders FB post

Sample text: LovEMU because it has been an educationally, socially and spiritually supportive place for me, my brothers and sister, my children and nieces and nephews. I like that EMU cares about the whole person. Give back at love.emu.edu



LoveEMU 2023 - Unifying leaders FB post

Caption: Make your own “Why I LovEMU” video for LovEMU Giving Day! 1. Record a 1 min or less video about why you love EMU. 2. Dedicate the video to your student, a professor, or classmate - “I give in honor of Chad Gusler. Chad thank you for pushing me to find my voice as an author and for always pushing me to ask the hard questions.” or “I give in honor of my daughter who has not only had an incredible academic experience, she’s had the opportunity to travel to India and compete on the women’s triathlon team!”

Post to your social media with the hashtag #EMUGivingDay

Send an email (or lots of emails!)

Write the reasons you LovEMU or show your support for helping students and EMU during the pandemic.

Sample:

Show your Royals’ Pride on LovEMU Giving Day! With the pressures of inflation, shortages of vital social services, and the everyday challenges students face in their pursuit of education, LovEMU Giving Day comes just in time for the EMU community. We want to do everything in our power to ensure our students have the resources they need to come back stronger than ever. EMU seeks to move forward to provide the unifying leaders the world needs. EMU’s alumni are known throughout the world for exemplary service leadership.

We seek to allow more students to access an EMU education through a robust university fund and a student tuition relief initiative. We invite you to help move EMU “Forward Together” online on this LovEMU Giving Day 2023! A gift of any amount will make a difference and show you care. Go to love.emu.edu and show your support for EMU.