

FALCON GIVING DAY SOCIAL MEDIA TOOLKIT

Be a Social Media Champion for UT Permian Basin. Create awareness and inspire others to donate across the UTPB community and beyond. As a Champion, you help spread the word and engage others by posting Falcon Giving Day messaging and themes on your social networks. Scroll down to find photos, hashtags, and other champion tools.

CONTENT BEFORE APRIL 14

FLY. WITH. US. Help our students soar this Falcon Giving Day! We invite you to #FlyWithUs on April 14, 2021 and impact the lives of UTPB students, current and for generations to come. utpb.edu/givingday

#FalconGivingDay #FlyWithUs #utpb #FalconsUp

We invite Falcons far and wide to #FlyWithUs this Falcon Giving Day! Let's soar together to change lives so that our students, faculty, and researchers can change the world! utpb.edu/givingday

#FalconGivingDay #FlyWithUs #utpb #FalconsUp

Falcon Giving Day is almost here! This 24 hour online fundraising campaign has one common goal: raise money to help our students and University succeed. Mark your calendars and #FlyWithUs on April 14! utpb.edu/givingday

#FalconGivingDay #FlyWithUs #utpb #FalconsUp

Falcon Giving Day is 2 DAYS AWAY!

On Wednesday, please consider supporting our students who call UT Permian Basin home by giving to any area you choose. Need an idea? The General Scholarship Fund is a great way to start your giving tradition. utpb.edu/givingday

#FalconGivingDay #FlyWithUs #utpb #FalconsUp



#FlyWithUs

DAY-OF CONTENT

It's officially FALCON GIVING DAY! 24 hrs. of giving starts NOW. Whether you give \$5 or \$5,000, your donation will go toward student emergency funds, scholarships, or University enhancements. Follow the link below and #FlyWithUs TODAY!

utpb.edu/givingday

#FalconGivingDay #FlyWithUs #utpb #FalconsUp

We invite Falcons near and far to #FlyWithUs today, on Falcon Giving Day! Let's soar together to change lives so that our students, faculty, and researchers can change the world!

utpb.edu/givingday

#FalconGivingDay #FlyWithUs #utpb #FalconsUp

There's still time to make your donation for Falcon Giving Day! Thank you to all of our generous donors who have supported thus far. If you still need to make your gift in support of UTPB students, please follow the link below and #FlyWithUs TODAY! utpb.edu/givingday

#FalconGivingDay #FlyWithUs #utpb #FalconsUp

VIDEOS

Informational: <https://youtu.be/3syrYK1QMnw>

Student Testimonial: <https://youtu.be/foeMaQj4oFI>



4.14.21