To our Partners, Sponsors and Friends,
We’ve prepared this easy to follow toolkit to help you support #911Day through your social media posts. If you have any questions, please contact James Odum at odum@sunshinesachs.com or Eric Paine at eric.paine@911day.org.

HANDLES & HASHTAGS

Hashtag #911Day
Facebook FB.com/911Day
Twitter @911day
Instagram @911_day

HERE’S HOW TO SPREAD THE WORD

In advance of 9/11 Day, on 9/11, and immediately afterwards, our primary message is: “Join the movement to transform September 11 from a day of tragedy into a day of doing good, by taking the time to help others in need.”
Tips
1. Beginning on 9/9, post messages of support, talking about your plans and encouraging your fans and followers to join you in supporting #911Day
2. Direct people to the 9/11 Day website at 911day.org, and to its social media channels (Facebook: FB.com/911day; Twitter: @911day; Instagram: @911_day)

Key Messages
1. We’re helping transform #911Day from a day of tragedy into a day of doing good.
2. We’re helping pack more than 1.5 million meals for #911day.
3. #911Day is the nation’s largest day of service.
4. Visit 911day.org to get ideas on how you can participate.

Sample Posts

Facebook & Twitter
- We’re helping @911day pack more than 1.5 million meals for people in need for #911day. Together, we’re turning a day of tragedy into a day of doing good.
- We’re helping @911day turn a day of tragedy into a day of doing good, by packing more than 1.5 million meals for people in need. #911day
- We’re helping @911day transform September 11 from a day of tragedy into a day of doing good. Join in at: 911day.org #911day
- We’re helping @911day transform September 11 from a day of tragedy into the nation’s largest day of charitable service. Join it at: 911day.org #911day
- September 11 is the nation’s largest day of charitable service. Together, we’re turning a day of tragedy into a day of doing good. Join in at: 911day.org #911day

Instagram
- We’re helping @911_day pack more than 1.5 million meals for people in need for #911day. Together, we’re turning a day of tragedy into a day of doing good.
- We’re helping @911_day turn a day of tragedy into a day of doing good, by packing more than 1.5 million meals for people in need. #911day
- We’re helping @911_day transform September 11 from a day of tragedy into a day of doing good. Join in at: 911day.org #911day
- We’re helping @911_day transform September 11 from a day of tragedy into the nation’s largest day of charitable service. Join it at: 911day.org #911day

These are just short examples. Be creative in designing your own social media posts and strategy for the day. Thanks for your help! Email Eric or James with any questions or ideas.