

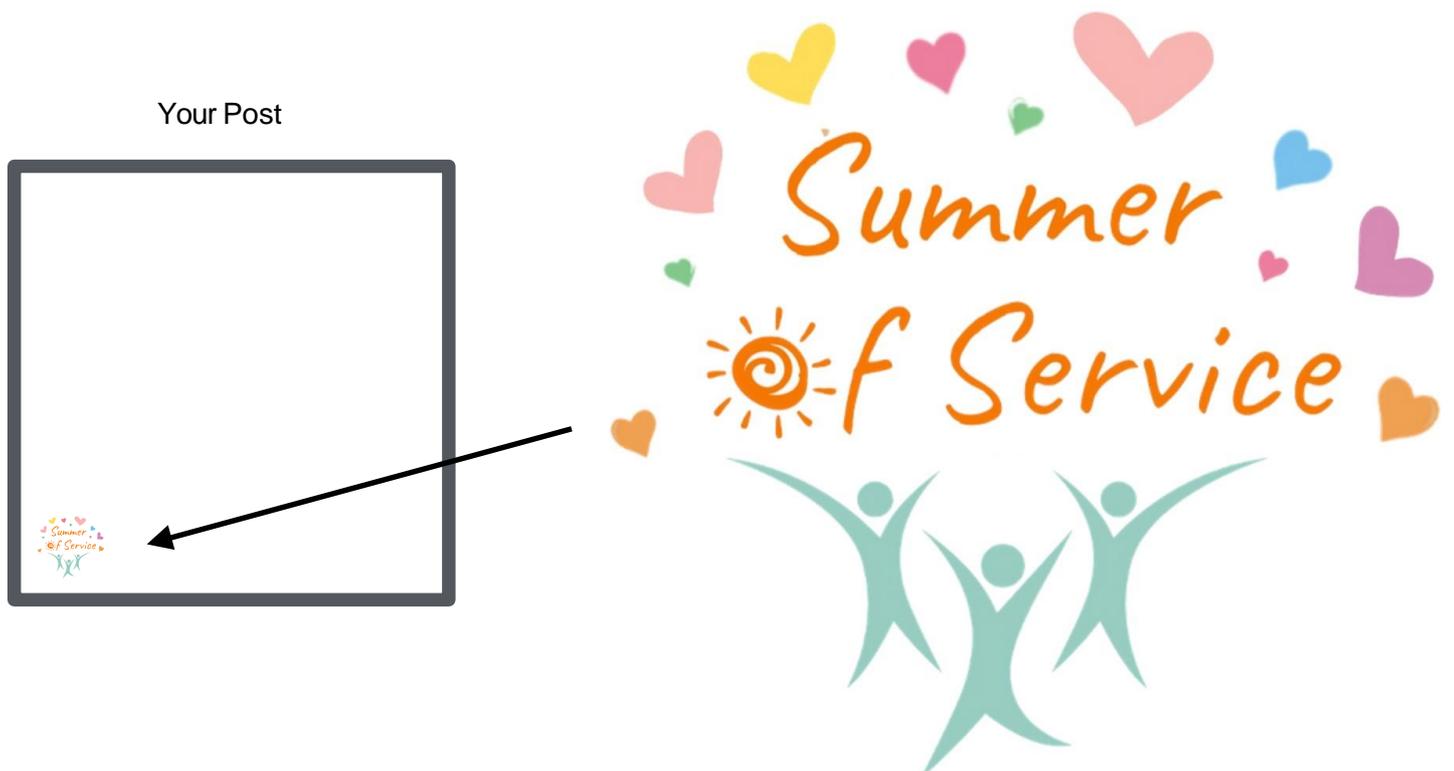
Top Tips & A Template for a Great Social Media Post

#SummerofService is a slogan being used by NGOs all over the world on their social media. At ACS, we want to create a campaign centred around the idea of a Summer of Service for Hong Kong residents.

We are sharing with you here a social media post template which you can use to promote volunteering, fundraising, and to raise public awareness of the work that your NGO does, on your social media.

Visuals for the Social Media Post:

The banner below can be used as a header for mass emails or documents regarding #SummerofService. The square logo can be placed in the bottom left corner of posts relating to #SummerofService, such as photos of volunteers, beneficiaries, requests for donations, etc.



Captions / Content for the Post:

Below are examples of captions and content that you can use to call for volunteers, donations, and to raise awareness of your NGO on social media. Complete the blanks to customise the post for your NGO's specific requirements.

Remember that smaller “asks” of donations or volunteering time are more likely to be responded to positively.

- Make your summer a meaningful one - support your local community: [Volunteer, Donate, Spread the Word.](#)
- Over 1 million Hong Kong people count on NGOs for basic living necessities and critical support. People are counting on us; we are counting on you.
- Just xxx HKD [*insert the minimum amount you would like to receive from each donor, a small enough amount to easily consider donating*] of your 10,000 HKD payout could [*insert description of how this amount can serve your beneficiaries / improve your services, eg: buy 10meals for a family / pay for after school care for a disadvantaged child / pay for new furniture or care facilities at an elderly centre*].
- Just one hour [*insert appropriate amount of time*] of your time every 2 weeks [*insert appropriate frequency*] will help us [*insert how a volunteer can use one hour of her / his time at your NGO - whether in person or remotely*].
- Show you care, invest yourself in our cause [[LINK to your website donation page](#)].
Thank you!

Hashtags:

Most of you are probably already using hashtags. This is a list of some of the most popular and other relevant NGO-related hashtags, feel free to add as many as you wish to your posts.

#SummerofService #SupportourChampions

#ngo #charity #nonprofit #volunteer #donate #covid #support #community #donation

#fundraising #socialgood #change #volunteering #socialwork #dogood #instagood

#giveback #volunteers #humanity #coronavirus #foundation #hongkongcommunity

#volunteeropportunity #hongkongcharity #philanthropy #fundraiser

Best of Luck with your Campaigns!