

## **SOCIAL MEDIA GUIDE**

August is Black Philanthropy Month™ and this handy guide provides sample posts on Facebook, Twitter, Instagram and other social media that you can use, as well other ways to promote the campaign online.

### **CAMPAIGN DETAILS**

Black Philanthropy Month (BPM 2013) is a multi-media campaign designed to inform the public about issues of concern and interest to people of African descent, inspire generosity and invest in Black philanthropic leadership. Activities will occur throughout August 2013 and then extend into February 2014. By helping to spread the word about BPM 2013 via social media, you'll be supporting a national and global movement to promote and advance Black philanthropy.

### **BPM 2013 CAMPAIGN ARCHITECTS**

African Women's Development Fund USA / [www.usawdf.org](http://www.usawdf.org)

<https://www.facebook.com/pages/African-Womens-Development-Fund-USA-AWDF-USA/257770210924436>

@AWDFUSA

BlackGivesBack.com / [www.blackgivesback.com](http://www.blackgivesback.com)

<https://www.facebook.com/blkgivesback>

@BlkGivesBack

Community Investment Network / [www.thecommunityinvestment.org](http://www.thecommunityinvestment.org)

[www.facebook.com/thecommunityinvestmentnetwork](http://www.facebook.com/thecommunityinvestmentnetwork)

@CommunityNetwrk

Giving Back Project / [www.givingbackproject.org](http://www.givingbackproject.org)

[www.facebook.com/groups/TheGivingBackProject/](http://www.facebook.com/groups/TheGivingBackProject/)

[www.facebook.com/GivingBack.book](http://www.facebook.com/GivingBack.book)

@ValaidaF

## FACEBOOK

[www.facebook.com/BlackPhilanthropyMonth](http://www.facebook.com/BlackPhilanthropyMonth)

Please “like” the Fb page and encourage others to do the same. You also can visit and “like” the Fb pages of AWDF USA, BGB, CIN and GBP, which are listed on page 1.

### *Sample Facebook Posts, tagging the Fb page for Black Philanthropy Month*

I’m joining the celebration to observe Black Philanthropy Month 2013 by [your text here]. To learn more, visit [www.BlackPhilanthropyMonth.com](http://www.BlackPhilanthropyMonth.com). #BPM2013

Did you know August is Black Philanthropy Month? Learn more about the history of #BPM2013 by its founder, Jackie Copeland-Carson of the African Women’s Development Fund <http://huff.to/1dverX6> and visit [www.BlackPhilanthropyMonth.com](http://www.BlackPhilanthropyMonth.com) to get involved!

Join a national movement to inform, inspire and invest in Black philanthropic leadership by supporting @BlackPhilanthropyMonth 2013! Write an op-ed for your local newspaper, host a community event or volunteer. For more ways to get involved, visit [www.blackphilanthropymonth.com](http://www.blackphilanthropymonth.com).

## TWITTER

The main Twitter page for the #BPM2013 campaign is @BlkGivesBack. You can also follow: @AWDFUSA, @CommunityNetwrk and @ValaidaF.

### *Sample Tweets*

Did you know that August is Black Philanthropy Month? Learn more by visiting <http://bit.ly/1a6b02P> #BPM2013

How will you observe Black Philanthropy Month? Share by using #BPM2013!

I’m joining @AWDFUSA @BlkGivesBack @communitynetwrk @ValaidaF to celebrate #BPM2013! <http://bit.ly/1a6b02P>

Join the #BPM2013 discussion every Tuesday at 2pm in August to talk #blackphilanthropy!

**HASHTAG FOR BLACK PHILANTHROPY MONTH: #BPM2013**

## **TWITTER, continued**

### **#BPM2013 Tuesday TweetUps @ Two**

Join us for weekly Twitter chats during August that will delve into various topics of philanthropy and issues concerning the African and African American communities.

Mark your calendar for these dates and times. Stay tuned for weekly topics that will be announced each Monday in August on BlackGivesBack.com

Week 1: Tuesday, August 6 (2:00 – 3:00 pm ET)

Week 2: Tuesday, August 13 (2:00 – 3:00 pm ET)

Week 3: Tuesday, August 20 (2:00 – 3:00 pm ET)

Week 4: Tuesday, August 27 (2:00 – 3:00 pm ET)

## **INSTAGRAM**

Post a photo of yourself volunteering in your community, a quote about giving or a related image using the #BPM2013 hashtag.

## **PINTEREST**

Visit the board <http://pinterest.com/blackgivesback/black-philanthropy-month-2013/> and “repin” as new content is added.

## **LINKS TO BLACK PHILANTHROPY MONTH RELATED MULTI-MEDIA CONTENT**

Consider sharing articles, blog posts, video, events and research in your social media posts to help promote Black Philanthropy Month 2013. For example, below are videos you can share. And in the coming weeks look for more new and relevant content at BlackPhilanthropyMonth.com.

### **Videos/Film**

[ philanthropy reframed ] a short video from the Giving Back Project  
<http://bit.ly/1by5APS>

Inaugural Changing the Face of Philanthropy Summit  
<http://bit.ly/13HGDB7>

“It Recharges My Battery” promo video for the CIN 2013 National Conference  
<http://bit.ly/16ASiwn>

“I Am A Philanthropist—Diverse Voices in Giving” by D5 Coalition  
<http://bit.ly/18dAI4Q>

**HASHTAG FOR BLACK PHILANTHROPY MONTH: #BPM2013**

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