



# Social Media Resources

Help spread the word about the We Are Phil faculty/staff giving program and the importance of philanthropy at the University of Iowa with these social media resources.

## DETAILS

- We Are Phil 2018 Faculty/Staff Giving Week: Oct. 1-5, 2018
- Website: [foriowa.org/facultystaff](http://foriowa.org/facultystaff)
- Hashtag to use: #WeArePhil

## SOCIAL MEDIA POST IDEAS

- Take a group photo that says, “THANKS PHIL” or “WE ARE PHIL”. Here’s an example from the College of Public Health.
- Make a short video (it doesn’t have to be professional-level) and post it – or [share one of ours!](#)
- Share a link to one of the [GOLDrush campaigns](#) you want others to help fund. Be sure to mention why you support that campaign.
- Share a general post about We Are Phil and include the URL to the We Are Phil website. Examples:
  - I am Phil because... (share your inspiration for giving).
  - I love Phil because... (share how philanthropy has made a difference in your life or career).
  - Want to help provide great continuing-ed opportunities for faculty and staff? Make a gift to support the Division of Continuing Education! [Link]
  - The doctors and nurses in @UICchildrens took such good care of my daughter when she was sick, I just made a gift to support their building campaign. You can, too! [Link] #WeArePhil
  - My coworkers and I are making exciting progress toward better treatment for Alzheimer’s Disease. Be Phil and support our research: [Link] #WeArePhil
  - We are Hawkeyes. We Are Phil! Just renewed my I-Club membership at [jointheiclub.com](http://jointheiclub.com) #GoHawks #WeArePhil
- Post a fun, funny, informative, or inspiring photo from one of your area activities.
- Share/Like/Retweet/Comment on a post about We Are Phil that has been posted by a college, unit, or program on campus.



## QUESTIONS?

Feel free to reach out to Katie McCoid, associate director of annual giving the University of Iowa Center for Advancement by email ([katie.mccoid@foriowa.org](mailto:katie.mccoid@foriowa.org)) or by phone 319-467-3435 if you have any questions.