

SOCIAL MEDIA POST SAMPLES

TIPS

- Use the #1000DaysTransformed hashtag in every post
- Always include a link to cedarville.edu/transformed
- Include pictures and/or videos in your posts as much as possible. Social media posts with visuals have twice the chance to be viewed compared to a text-only post.
 - If posting to Instagram or Facebook stories, vertical videos are best!
- Personal accounts: Tag your friends both in your posts as well as the comments to encourage others to share, too!

SAMPLE CAPTIONS

Feel free to make these your own!

- Did you hear the news? Cedarville has launched the largest fundraising campaign in the university's history.
- As Cedarville launches a historic and ambitious fundraising campaign, would you prayerfully consider answering the bold call to faithful stewardship and Kingdom impact? Join me at cedarville.edu/transformed
- Today Cedarville University launched a historic and ambitious comprehensive fundraising campaign. Faithful partners, alumni, and friends of the university have generously raised over \$95 million to support the mission of transforming lives through academic excellence grounded in biblical truth.
- [Student] I am being transformed at Cedarville University. Gifts from donors make this experience possible for me and for future generations. Answer the Bold Call and join us at cedarville.edu/transformed.
- [Parent] My child's life is being transformed at Cedarville University. They are launching an ambitious campaign to expand their capacity to transform even more lives! Answer the Bold Call and join us at cedarville.edu/transformed.

SAMPLE PROMPTS

Answer earnestly!

- Thank donors who have given to the campaign so far!
- Share how you have been transformed during your time at Cedarville. How have you experienced growth at Cedarville?
- What does Cedarville mean to you?
- Share what part of the comprehensive campaign you are most excited about (e.g., the new business center, student scholarships, global outreach, etc.)