

GiveUNC Ambassador Guide

A place like no other. A day like no other

On Tuesday, **March 26, 2024**, join us for GiveUNC — UNC-Chapel Hill's annual day of giving. We have 24 hours to celebrate how much the University means to us and honor the impact it has on our lives. Our support helps current and future Tar Heels in Chapel Hill and around the world. Every gift, no matter the size, makes a difference and bolsters Carolina.

Join thousands of alumni, students, parents, friends, faculty and staff by supporting the areas of campus that mean the most to you. By participating in GiveUNC and spreading the word, you are supporting the passion, determination, creativity and excellence of the people who truly make Carolina a place like no other.

This social media guide provides you with ideas for messaging, language and images to promote GiveUNC to your networks. Help us spread the word by posting across your social media accounts, from a status on Facebook and update on LinkedIn to a post on Twitter and story on Instagram! We'll also be posting content for you to like and share throughout the day, and you can track the progress of GiveUNC on our social media channels.

Thank you so much for helping us spread the word about GiveUNC!

THEME: **A place like no other. A day like no other.**

WEBSITE: giveunc.unc.edu

HASHTAG: **#GiveUNC**

WHO TO FOLLOW: [Here.At.UNC](https://www.hereatunc.com) [@HereAtUNC](https://www.instagram.com/HereAtUNC) [@hereatunc](https://www.facebook.com/hereatunc)

Social Media Guide

GiveUNC's success depends on the Carolina community coming together and making an impact online – thank you for helping us spread the word. The posts below are suggestions to make it easy to share GiveUNC content. Have something to say that isn't below? Awesome! We'd love to hear your unique take on GiveUNC.

One of our favorite ways to encourage conversation around GiveUNC is to ask Tar Heels, "What makes UNC a place like no other?" Answers are wide-ranging – from the Carolina Covenant and diversity to MakersSpaces and Carolina Athletics. It can be about your experience at Carolina or the meaningful impact your alma mater had on you.

Sample Social Media Posts

MARCH 18 - MARCH 24 (BEFORE GiveUNC)

Follow @HereAtUNC on Facebook, Twitter and Instagram as well as the accounts from your affiliated school or unit and share the posts leading up to GiveUNC.

- Save the date! On March 26 Tar Heels around the world will come together for #GiveUNC. Support the causes that make Carolina truly a place like no other: giveunc.unc.edu
- What was your passion at Carolina? On March 26 we have the chance to support the next generation of passionate students. Make an impact on the causes you care about most: giveunc.unc.edu #GiveUNC
- Scholarships made it possible for me to attend Carolina. On March 26, I'll be making a gift to support scholarships so a new generation of Tar Heels can have as great of a college experience as I did. Join me on #GiveUNC: giveunc.unc.edu
- What makes #GiveUNC a day like no other? The challenges offered throughout the day give you the opportunity to double, or even triple, the impact of your gift to Carolina. Here's a sneak peek of the challenges offered on March 26: giveunc.unc.edu


MARCH 26 (GiveUNC - THE DAY)

Make your gift, tell your followers that you gave and encourage them to make gifts too!

- Today is the day! Join me on #GiveUNC by making a gift before midnight. What makes Carolina a place like no other? Support that area or cause today! giveunc.unc.edu
- As a Carolina student, my favorite professor was [PROFESSOR NAME]. Who was yours? You can support our faculty and their research with a gift on #GiveUNC! Make your gift before midnight: giveunc.unc.edu
- I'm a Tar Heel, and I am proud to support Carolina on #GiveUNC. There's still time to join me on this day like no other! Make your gift here: giveunc.unc.edu

MARCH 27 (AFTER GiveUNC)

Thank your followers for participating. We couldn't have achieved this extraordinary day without them (or you!)

- Thank you to everyone who rose to the challenge on #GiveUNC. What an incredible day that truly represented what makes Carolina a place like no other. See the impact we made: giveunc.unc.edu 

HASHTAGS

- #GiveUNC is a major event and we want our content to take over social media on all fronts! Don't forget to use #GiveUNC in all of your posts and tag @HereAtUNC in your Instagram posts so we can easily share your content to our central UDO social media pages.
- Please do not modify #GiveUNC in any way (for example, by adding a school or unit name to the end of the hashtag). In order for us to search for and share content from the day, it needs to use the hashtag #GiveUNC specifically. If you have a school or unit-specific hashtag, feel free to add that to your content in addition to #GiveUNC. For example, a sample post with a hashtag may read: "Support the Carolina Fund on #GiveUNC!"

Social Media Assets

Cover photos, profile pictures and graphics are available for Facebook, Instagram and Twitter. Download and share by visiting giveunc.unc.edu/get-involved.

Share your adventures with Rameses! Post a picture with your Rameses cut out wherever you are and use the hashtag #GiveUNC to spread the word and inspire others to join the fun. [Download Rameses Printout](#)