



Big Brothers Big Sisters
of Massachusetts Bay

#GIVINGTUESDAY™

Social Sharing Guide

SAMPLE SOCIAL:

Pictures are powerful! Include a photo of you & your Little in each of these posts. Share how their donation of any amount can help more kids like your Little get matched with someone like you. Want to go above and beyond just being a Big? Looking for other ways to support a program you love? Donate any amount this Giving Tuesday and use the “Unselfie” hashtag. Instead of a normal “selfie”, take a selfie with your Little or just yourself and caption it #unselfie with the amount you donated and why.

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FACEBOOK:

(Include Link to Giving Tuesday Landing Page with all post options)

This #GivingTuesday, I support @Big Brothers Big Sisters of Massachusetts Bay. I am a Big Brother/Sister to “name”, and we donated \$X so that more Littles like [LITTLE’S NAME] can get the mentor they need and deserve.

Every child deserves a mentor. This #GivingTuesday, I support @Big Brothers Big Sisters of Massachusetts Bay by donating \$X so that more kids like [LITTLE’S NAME] can have a mentor.

Many of you know that I am a Big. This #GivingTuesday, support an organization that’s supporting myself and my Little X: @Big Brothers Big Sisters of Massachusetts Bay. Help more matches like me and donate any amount you can.

This #GivingTuesday, my Little and I are putting our selfie’s to work: #Unselfie Support @Big Brothers Big Sisters of Massachusetts Bay.

Are you #Unselfie this #GivingTuesday? I donated in honor of my Little!

LINKEDIN:

This #GivingTuesday, I support @Big Brothers Big Sisters of Massachusetts Bay. I am a Big Brother/Sister to “name”, and we donated \$X to help support more great matches like ours.

This #GivingTuesday, I support @Big Brothers Big Sisters of Massachusetts Bay. I give back by being a Big Brother/Sister to “name”

Every child deserves a mentor. Support more Bigs and Littles like me this #GivingTuesday

TWITTER:

[LITTLE’S NAME] and I are #Unselfie this #GivingTuesday @BBBSMB

Are you #Unselfie this #GivingTuesday? I donated in honor of my Little!

I support @BBBSMB this #GivingTuesday by donating \$X with my Little Brother [LITTLE’S NAME]

I support @BBBSMB this #GivingTuesday by giving back to my community and being a Big Brother to [LITTLE’S NAME]

Every child deserves a mentor. Support more Bigs and Littles like me this #GivingTuesday!

INSTAGRAM:

[LITTLE’S NAME] and I are #Unselfie this #GivingTuesday @bbbsmassbay

Are you #Unselfie this #GivingTuesday? I donated in honor of my Little!

I support @bbbsmassbay this #GivingTuesday by donating \$X with my Little Brother [LITTLE’S NAME]

I support @bbbsmassbay this #GivingTuesday by giving back to my community and being a Big Brother to [LITTLE’S NAME]

Every child deserves a mentor. Support more Bigs and Littles like me this #GivingTuesday!