Social Media Guide for Everyone Summits Benefiting The Jed Foundation (JED)

Welcome to the Everyone Summits Social Media Guide. We are thrilled that you’ve decided to join in The Jed Foundation’s mission, and organize your own fundraising event to support the emotional health of your peers.

Social media is one of the most powerful tools to drive awareness, participation, and support for your event. In this guide, you’ll find tips for getting the word out about your Everyone Summits event via social media. If you have any questions or concerns about the information provided, please reach out to The Jed Foundation (JED).

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Guidelines for Using Social Media to Promote Your Event:

1. Stay connected to The Jed Foundation’s social media efforts

   Tagging @jedfoundation in your posts is a great way to extend the reach of your promotional efforts and reinforce the connection to our wider mission. JED shares photos, videos, insights, and information regularly on its channels. Feel free to reshare our posts to let people know more about why you’re supporting our mission.

   Follow Us on Social Media:
   - Twitter
   - Facebook
   - Instagram
   - LinkedIn
   - YouTube

2. Actively manage your channels

   Social media is a powerful communication tool to raise awareness, but it’s also about developing a community of supporters around your cause. Followers of your event may have questions, concerns, or want to get involved through comments and direct messages. Actively monitor your account to ensure you’re keeping the community up to date and informed.
3. **Document your event**

Part of being authentic is showing the people behind your cause. A small shout-out can go a long way to bond your community together, and take your social media presence to the next level. Using your smartphone’s camera to capture photos and videos throughout your journey is a great way to showcase all the great work you are doing.

4. **Always have your “social media hat” on as you continue to develop your event.** Capture committee meetings, local outreach, and all that goes into this event. People will get behind your event as the story unfolds, so don’t be afraid to tell it.

5. **Link in the bio**

Adding the link to your fundraising page in the bio of your and your participants’ social media profiles is a great way to give your network easy access to information about the event and an opportunity to contribute to your cause.

6. **Always ask for consent before posting people**

Do not broadcast any confidential information, nor post content of people on social media unless you have their consent to do so. It is important to respect the people involved in your event, and ensure the safety of all involved. Always ask for their permission before posting.

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**Sample Social Media Posts**

*Below are examples of social media posts that can be used to promote your event. Feel free to adjust as needed.*
Sharing your fundraising page

Sample Copy:
I’m proud to announce the launch of NAME’s Everyone Summits. This event raises awareness, education, and action in support of @jedfoundation’s mission to protect emotional health and prevent suicide for our nation’s teens and young adults. Visit the link in my bio to learn more, contribute to this great cause, and participate in this event.

Example Imagery:
Post pictures of your team members wearing your Everyone Summits shirts, holding up a flyer/poster for your event, etc.

Showcasing your committee/team of volunteers

Sample Copy:
We are pleased to welcome NAME to our Everyone Summits volunteer committee. NAME will join our team to raise awareness about the event and @jedfoundation’s mission to protect emotional health and prevent suicide for our nation’s teens and young adults. Want to get involved or learn more about the Everyone Summit? Visit the link in our bio for more info.

Example Imagery:
A photo/video of your team member
A photo/video of a committee meeting

Thank organizations and/or individuals for their sponsorship of your event

Sample Copy
Sending a big thank you to NAME for contributing to Everyone Summits and supporting @jedfoundation’s important mission to protect the emotional well-being of our nation’s teens and young adults. Join NAME and the entire Everyone Summits team on DATE to participate in this event. Visit the link in our bio for more information on how you can contribute to this great cause.

Example Imagery
Photo/video of volunteers at a specific local business
Owner-approved imagery of their business

Sharing Media Mentions
Sample Copy
Good news spreads fast! Our Everyone Summits event was covered by PUBLICATION TITLE. We’re excited to get the word out about this great cause. Check out the link in our bio for more information about how you can get involved.

Example Imagery
Reshare/repost of the media mention

Week-of Everyone Summits Countdown

Sample Copy
Only NUMBER of days left until our Everyone Summits in LOCATION. We can’t wait! Visit the link in our bio to learn what this event is all about.

Can’t believe we are NUMBER days away from the Everyone Summits event. Join us as we support the @jedfoundation’s mission to protect the emotional health and prevent suicide for our nation’s teens and young adults. Click the link in our bio for more info.

Example Imagery
Photo of volunteers smiling and holding up a number of fingers representing the amount of days left until the Everyone Summit
photo featuring a number representing the amount of days left until the Everyone Summit

Day-before Everyone Summit

Sample Copy
We can’t believe today is the day! Join us in our mission to help protect emotional health and prevent suicide for our nation’s teens and young adults at TIME at LOCATION for the Everyone Summits event. See you there!

Example Imagery
Photo of a volunteer looking excited and featuring some of the Summit materials featuring branded elements.

Day-of Everyone Summit: Set-up

Sample Copy
We are getting ready to go at today’s Everyone Summits event, and you can feel the excitement in the air. Not only are we gathering for an amazing cause but it’s inspiring to see all our hard work come together. Head on over to LOCATION and join in the fun!
**Example Imagery**
- Photo of volunteers setting-up at the event
- Photo of Summit materials like signage being put-up along the trails
- Photo/video of people gathering at the event
- Photo/video of any speakers addressing the attendees before the Summit
- Photos of participants during the event

**Day-after the event**

**Sample Copy**
Sending a big thank you to all our volunteers and participants who made yesterday’s Everyone Summits event possible (share the donation total if applicable). We couldn’t have done it without everyone’s help. Together, we made a difference to support the emotional health and well-being of teens and young adults within our community and beyond. Can’t wait for the next Summit. See you there!

**Example Imagery**
- Photo of smiling volunteers
- A group shot of volunteers/participants from the event
- Photos of any press coverage of the event