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 young adults.

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 at info@jedfoundation.org

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.

Encourage others to share pictures and videos of their experience with YOUR Summit to amplify your efforts and drive community engagement.
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 work you are doing.

Always have your “social media hat” on as you continue to develop your event. Or assign one volunteer to focus on making social media promotion a priority throughout the process. Capture committee meetings, local outreach, and all that goes into this event (even if those efforts are being done virtually). People will get behind your event as the story unfolds, so don’t be afraid to tell it.

4. 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.

5. 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.

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. #FindYOURSummit

Example Imagery:
Collect and post pictures of you/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 this YOUR Summit? Visit the link in our bio for more info.
#FindYOURSummit

Example Imagery:
A photo/video of your team member
A photo/video of a committee meeting (even if virtual)

**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. #FindYOURSummit

Example Imagery
Photo/video of volunteers reaching out to a specific local business (on the phone, virtual call, etc.)
Owner-approved imagery of their supporting 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. #FindYOURSummit

Example Imagery
Reshare/repost of the media mention

Week-of Everyone Summits Countdown

Sample Copy
Only NUMBER of days left until our YOUR Summit. 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. #FindYOURSummit

Example Imagery
Photo of volunteers smiling and holding up a number of fingers representing the amount of days left until YOUR Summit.

Photo featuring a number representing the amount of days left until YOUR 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 on VIRTUAL LOCATION for the Everyone Summits event. See you there! #FindYOURSummit

Example Imagery
Photo of a volunteer looking excited.

Feature some of YOUR Summit materials featuring branded elements.

Screen shot of the virtual location.
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 (and airwaves). Not only are we virtually gathering for an amazing cause, but it’s inspiring to see all our hard work come together. Head on over to VIRTUAL LOCATION and join in the fun! #FindYOURSummit

Example Imagery
Photo of volunteers with YOUR Summit materials at their computers before the event

Encourage attendees to submit photos of themselves at home during YOUR Summit

Photo of YOUR Summit materials like signage in the virtual environment

Screen shots of the speakers, attendees, and any other happenings during YOUR Summit

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 and/or participant 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! #FindYOURSummit

Example Imagery
Volunteer/attendee submitted photos during the event

Screen shots of the event unfolding

Collage of all volunteers who put the event together

Imagery of any press coverage during the event

Infographic-style imagery to share totals (participants or donations)