



## SOCIAL MEDIA TOOLKIT

  @ConnecticutChildrensFoundation |  @CTChildrensFoundation

   @ConnecticutChildrens

**Share your why, show the fun and spread the word!**

### SOCIAL MEDIA POST IDEAS

- ▶ **SAMPLE:** I'm hosting a Sip Stand to benefit @ConnecticutChildrensFoundation! On **[insert your date]** I'll be serving tasty sips and snacks in support of @ConnecticutChildrens mission of improving the physical and emotional health of children through family-centered care, research, education and advocacy. Join me by hosting a Sip Stand of your own, or donate to mine, at **[insert your page link]**. #CTChildrensSipStand
- ▶ **SAMPLE:** I'm counting on your help! Contributions to my Sip Stand will benefit @ConnecticutChildrensFoundation and will have a tremendous impact on patients and families receiving care from @ConnecticutChildrens. They provide exceptional, personalized treatment to every patient no matter their ability to pay. Donate to my Sip Stand at **[insert your page link]**! #CTChildrensSipStand
- ▶ **SAMPLE:** Today is the day! Stop by my Sip Stand, say hello and enjoy some yummy **[insert sip and treat here]**! Your generosity will benefit @ConnecticutChildrensFoundation, in support of @ConnecticutChildrens vital mission of improving access to healthcare for all children. If you can't make it, that's okay! Consider donating to my virtual stand at **[insert your donation page link here]**! #CTChildrensSipStand

# SIP STANDS SOCIAL MEDIA TOOLKIT

## Social Media Post Ideas Continued...

### Recruiting Other Hosts

Let friends and family know about the opportunity to host a Sip Stand for Connecticut Children's Foundation! Share the date of your stand and invite others to host their own.

- ▶ **SAMPLE:** I'm hosting a Sip Stand to benefit @ConnecticutChildrensFoundation! On [your date] I'll be serving tasty sips & snacks to raise funds in support of @ConnecticutChildrens vital mission of improving access to healthcare for kids locally, and throughout the world. Join me by hosting your own Sip Stand, or donate to my stand, at [your custom URL]. #CTChildrensSipStand

### Sharing Impact

Let friends and family know how important their support is.

- ▶ **SAMPLE:** Sick kids are counting on your help! Your generous support of my Sip Stand to benefit @ConnecticutChildrensFoundation will have a tremendous impact for the more than 131,000 patients who turned to @ConnecticutChildrens for care in the last year alone. As Connecticut's only pediatric health system, their commitment to providing access to cutting-edge treatments and conducting world class research is unmatched. Come out on [your date] or contribute online at [your custom URL]. #CTChildrensSipStand

### Prepping for Your Sip Stand

When preparing for your Sip Stand, share the process! Making signs? Mixing drinks? Gathering supplies? Take photos and short videos (:15 seconds) for a quick behind-the-scenes post.

- ▶ **SAMPLE:** We are getting ready for our #CTChildrensSipStand on [your date] to benefit @ConnecticutChildrensFoundation. Check out the awesome signs we made for the front of our stand! All proceed support the Greatest Need Children's Fund at @ConnecticutChildrens.

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## Other Tips and Talking Points

### **During Your Sip Stand**

On the day of your Sip Stand, take photos galore! Document your Sip Stand and post to social media throughout the day. Be sure to tag Connecticut Children's Foundation on Facebook and Instagram, and use #CTChildrensSipStands so everyone can follow along with the fun!

### **Do you have a special connection to Connecticut Children's?**

Share it! If your immediate family has previously experienced care at Connecticut Children's and you're open to share, include it in your posts. It may inspire others to share their connection to Connecticut Children's. Please seek approval before sharing a care story from another family.

### **What is the Greatest Need Children's Fund?**

Your generous support of the Greatest Need Children's Fund will have a tremendous impact on the patients and families we serve. At Connecticut Children's, we provide exceptional, personalized treatment to every patient. Our mission to improve the physical and emotional health of children through family-centered care, research, education and advocacy underscores that commitment.

The Greatest Need Children's Fund is a critical resource to support our work, and it is something we rely on to embrace new opportunities to provide the best care possible. This fund gives our staff the ability to invest in advanced resources that not only benefit our patients now but set the stage for a better future.