

# LONG BEACH Gives

## SOCIAL MEDIA TOOLKIT

Thank you for sharing and promoting our very own ASI Beach Pantry in Long Beach Gives day of on-line giving. Provided below is a social media toolkit with sample language and images to facilitate the promotion of the on-line fundraiser.

## ABOUT

ASI Beach Pantry is humbled and grateful to be participating in Long Beach Gives second annual day of on-line giving! Long Beach Gives was created to bring awareness and support to local nonprofits located in the LBC area. Join us in supporting and donating to our very own, ASI Beach Pantry, and other amazing nonprofits! Make a difference today!

## HASHTAGS

The official hashtag: **#LongBeachGives**

Related Hashtags to expand the conversation: **#ASIFeeds #OneBeach #CSULB #LBSU**

## SAMPLE SOCIAL MEDIA COPY

*Participate in **@longbeachgives** second annual day of giving! Donate and support the **@CSULBASI** Beach Pantry as well as other incredible non-profits! Save the date and join us in a day of giving on Thursday, September 24!*

**#LongBeachGives #ASIFeeds #OneBeach**

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Here at Long Beach State we are **#OneBeach**. We are humbled and grateful that our very own ASI Beach Pantry is going to be part of the **@longbeachgives** annual day of giving! Join us on Thursday, September 24 and donate and support **@CSULBASI** Beach Pantry and other non-profits located in LBC!

**#LongBeachGives #ASIFeeds**

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Looking for a cause to donate to? Make a difference in the life of a student in need by participating in **@LongBeachGives**. Donate to the **@csulbasi** Beach Pantry today! **#LongBeachGives** is a 24-hour online giving day that takes place on Thursday, September 24th. ❤️💛

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♥️👉#LongBeachGives 2nd annual day of giving is here! Donate to the @csulbasi Beach Pantry and support students in need. Donate 🖱️ [www.asicsulb.org/lbgives](http://www.asicsulb.org/lbgives)

#LongBeachGives #ASIFeeds #OneBeach

## DIGITAL ASSETS

We have attached graphic and video options to use for posts on Instagram & Instagram Story, Facebook, Twitter, and Snapchat. These assets are provided by Long Beach Gives and can be used for general promo.

<https://3.basecamp.com/3754674/join/bPpYqU7W6qiY>

## LINKS

The ASI CSULB donation link is where people can go to make a direct donation to ASI Beach Pantry on-line.

**ASI CSULB Donation:** [www.asicsulb.org/lbgives](http://www.asicsulb.org/lbgives)

The frequently asked questions (FAQs) portal offers more in depth information about what Long Beach Gives does, who is involved in the organization, and how to get involved.

**FAQs Portal:** <https://bitly.com/3kuld2H>