



Workplace Giving Month Online Promotion Kit

Tips, tools and resources

W O R K P L A C E G I V I N G



D O N A T E A T W O R K

Spread the word - promoting your workplace giving activities online and on social media

Using social media and online channels can be a simple, but highly effective way, of letting your community and networks know about Workplace Giving Month and how they may be able to get involved.

This kit contains some simple ways you can promote your Workplace Giving Month activities online and through social media.

For further information on Workplace Giving Month activities, including ideas for what you could do for Workplace Giving Month and resources to help you celebrate, check out our [Workplace Giving Month resources page](#).

ONE MILLION DONORS

Learn Compare Apply Community

Workplace Giving Month

WPG Month Event Planning Kit

Check out our event ideas to celebrate Workplace Giving Month.

[Find out more](#)

Online Promotion Kit

Spread the word about Workplace Giving Month with our social media kit, including graphics and tips.

[Find out more](#)

Resources

Free downloads for your workplace giving campaign.

TV Commercial

Use our 30 second to explain the benefits of giving through work.

[View TVC](#)

Website + Email

Banners, headers and other assets to use on your websites, intranet and emails.

[View Website + Email](#)

Social Media

Celebrate your community impact with staff and customers via your social channels.

[View Social](#)

Email Templates

Downloadable templates for employers and charities

[Download Now](#)

Why Workplace Giving Video

Sign up or log into 1MDonors to gain access to the resources tab.

[Sign up or Log in](#)

Selfies Presentation

Use these cards to take selfies to post on social media or use in an internal presentation.

[Download Now](#)

Contents

Get the word out on your website.....	5
POP OUR WEB BANNER ON YOUR WEBSITE.....	5
Spread the word using email and newsletters.....	6
ADD THE WORKPLACE GIVING MONTH SIGNATURE BLOCK TO YOUR EMAILS	6
INCLUDE INFORMATION ABOUT YOUR WORKPLACE GIVING MONTH ACTIVITIES IN YOUR NEWSLETTERS	6
Get social	7
USE SOCIAL MEDIA TO PROMOTE YOUR WORKPLACE GIVING ACTIVITIES.....	7
USE HASHTAGS TO BRAND YOUR ACTIVITIES	7
ADD COLOUR WITH OUR SOCIAL MEDIA GRAPHICS AND RESOURCES.....	7
USE THE WORKPLACE GIVING MONTH FACEBOOK COVER	7
USE WORKPLACE GIVING MONTH INSTAFRAMES.....	9
Connect with us	10

Quick links

[Resources page](#)

[TV commercial](#)

[Social media](#)

[Website + email](#)

[Posters](#)

[Certificates](#)

[Invitations](#)



Get the word out on your website

Your website is a great place to start promoting Workplace Giving Month and your activities. Here are some simple resources with explanations for how to use them.

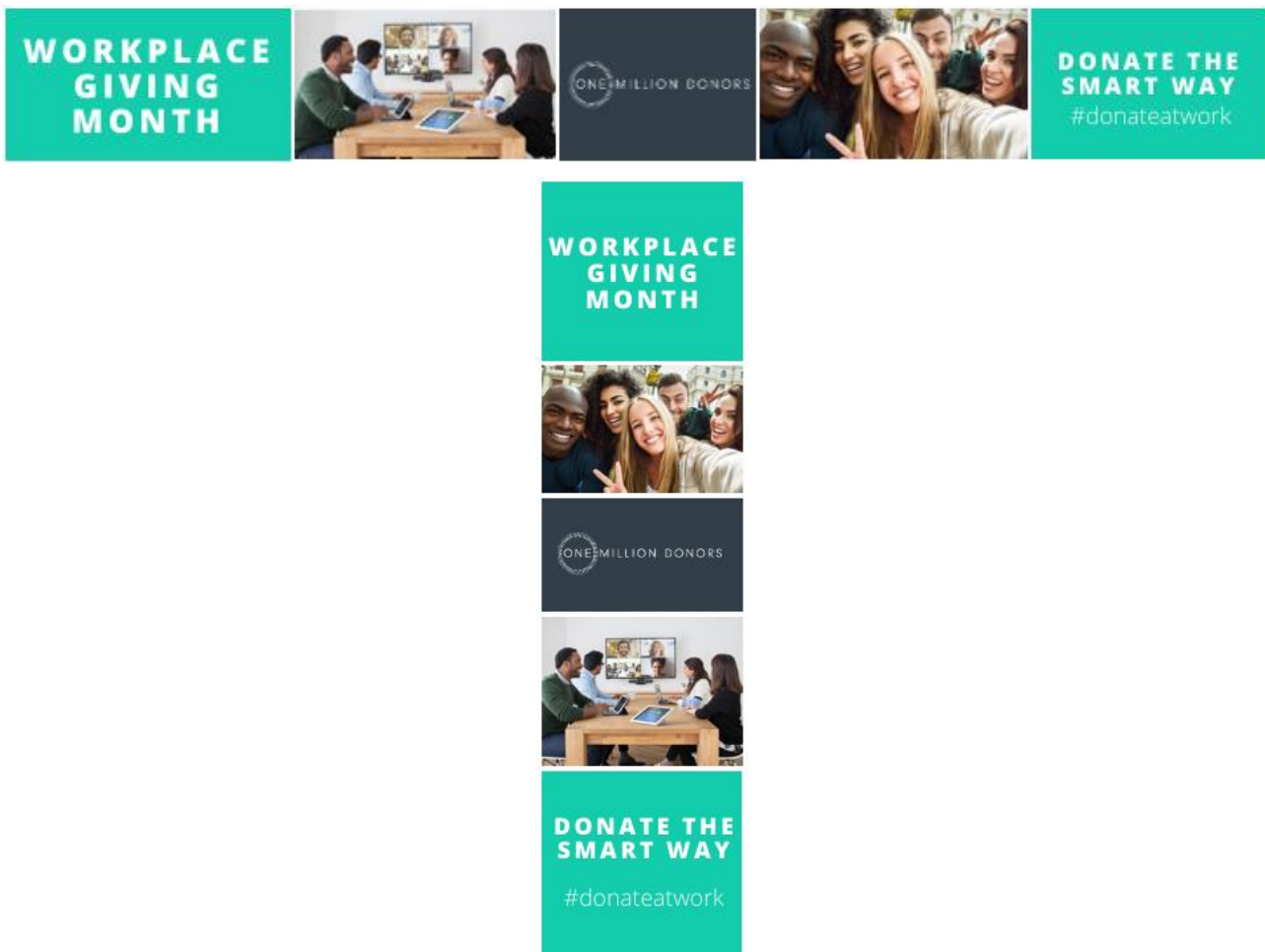
You may like to dedicate an area of your homepage, or a specific page of your website, to telling people about workplace giving or, more broadly, your information about your organisation's program. We've developed Workplace Giving Month graphics for you to use on your website.

Create a workplace giving section on your homepage, or a new page for your website

Pop the web banner on your website

Web banners are easy to use content and/or images that can be used on websites to promote events. You can use the Workplace Giving Month web banners on your website in a variety of ways and on a variety of pages. We've provided large, horizontal and vertical banners that will fit with the layout of your website.

Ask your network to share the banners with their colleagues, friends and family!



Spread the word using email and newsletters

Use the Workplace Giving Month email signature block

Add the [signature block](#) or an [email header](#) to your organisation's email signatures, along with a few words about your activities. For example: 'Join us in promoting Workplace Giving Month' or 'We're proud of giving back the smart way'.

Email signature



Email header



Include Workplace Giving Month activities in your newsletters

Share updates about your activities in your newsletters. You can use the graphics we've provided alongside anything from a few words to a longer article about your events or people from your organisation who are involved.

See the [Event Planning Kit](#) for some key messages to include.

Get social

Use social media to promote your workplace giving activities

You can use Facebook, Instagram and Twitter to let others know about your workplace giving activities.

Don't be worried about regularly promoting your event through your social media networking circle, as it's normal to provide frequent posts about events of this kind. With all the noise and continuous stream of updates on sites like Facebook and Twitter, it's good to put out reminders regularly to catch those that may have missed your previous updates. A good plan might be to post content every week in the month leading up to your event.

Use hashtags to brand your activities

If you're promoting your event through **Facebook, Twitter or Instagram** brand it with a hashtag.

Hashtags are typically a word preceded by a # sign and can be used to unify posts from multiple people on the same subject. Brand all posts about your event with the same hashtag (we recommend using *#donateatwork* and encourage people within your organisation and your networks to do the same when they mention your event in their own social media updates).

Add colour with our social media graphics and resources

Use Workplace Giving Month Social Media Posts

A simple way to promote your event through **Facebook** is to combine one of the images we've provided with a short caption about your event.

See the **Workplace Giving Month Event Planning Kit** for some suggested social media posts.

We've developed versions of these images pre-sized for Facebook.

Use the Workplace Giving Month Facebook cover

You can also encourage people within your organisation and your networks to share these graphics on their personal social platforms and blogs.

Here's a **Facebook cover** that you can download and use as your cover image during Workplace Giving Month.



These Facebook frames will help show your support. [Download Here.](#)



Use Workplace Giving Month instaframes

You can also build interest in your event through social media by using our Workplace Giving Month instaframe.

An **instaframe** is a frame which can be used to house a variety of images for sharing online or through social media. You can use an instaframe digitally, or print out a physical frame and get people to pose for photos inside it.

Our simple **digital Workplace Giving Month instaframe** is perfect for framing photos of people within your organisation. Simply download the frame and open it in your chosen photo editor. Then paste your image neatly inside the frame (you might need to crop or resize your image to make it fit).

You can also take the **instaframe** to your local printer. The frame prints to an overall size of 841 x 950mm. The frame can be used around your organisation to promote your Workplace Giving Month activities, and the images will be perfect to promote through social media (and on your website and in your newsletters).

Remember to share all of your instaframe images on your favourite social media channels using #workplacegivingmonth or #donateatwork, in your newsletter or on your website – we can't wait to see your pics!





Connect with us

We're also on social media!

You can connect with us on [Facebook](#), [Twitter](#) and [LinkedIn](#).

We love seeing how you are promoting workplace giving so make sure you also share photos with us, or tag us in your posts and use [#donateatwork](#).

You might even get some great ideas during the month from other people by searching [#donateatwork](#)