



Dixon Center for Military and Veterans Services Memorial Day Social Media Toolkit Guide

Memorial Day	Monday, May 25, 2020
Goal	Through social media, we have an opportunity to remember those who have died while serving in the Armed Forces – and take time to reflect on their achievements and sacrifices.
Important Note About Fundraising Asks	Please note, that to honor those who have given their lives while serving our country, we do not recommend linking Memorial Day to fundraising opportunities.
Action	<p>You may use the creative supplied by Dixon Center to help support your efforts to commemorate Memorial Day.</p> <ul style="list-style-type: none"> ✓ Change cover photos of your accounts ✓ Engage with followers who post on your pages or tag your page ✓ Consider writing Memorial Day-themed blog posts with reflections from team members ✓ If you're in need of graphics for social media, you can use the Memorial Day graphics found on the Dixon Center media materials page
Timing	<p>We advise a cadence of 4-6 posts across social media channels throughout the weekend, beginning on Friday and cumulating on Monday. Consider the following timeframes:</p> <ul style="list-style-type: none"> ✓ Morning – 8am ✓ Mid-Morning – 11am ✓ Afternoon – 3pm ✓ Evening – 7pm



Resources	<p>Creative (available on the Dixon Center press materials page)</p> <ul style="list-style-type: none"> ✓ Social Post Graphics (sized for Twitter/LinkedIn and Facebook/Instagram) ✓ Video Suitable for Social Media (:31 seconds) <p>Messaging (can be found below)</p> <ul style="list-style-type: none"> ✓ Sample Social Media Messages ✓ Sample Social Media Hashtags
Hashtags	<p>Please use #MemorialDay2020 as the primary hashtag. Secondary hashtags: #Remember, #Honor, #Reflect, #Sacrifice</p>
Sample Messaging	<p>Thank you for remembering, honoring, and mourning the US military members who dies while serving in the Armed Forces. #MemorialDay2020</p> <p>This #MemorialDay2020 weekend, let's take time to #reflect on the achievements and sacrifices of our fallen service members.</p> <p>More than 1 million American military personnel have died serving in wars and combat actions since 1776. On #MemorialDay2020, we remember their #sacrifice.</p> <p>Spend some time this #MemorialDay2020 weekend honoring those who gave their lives for the ideals and freedom that we value. #reflect</p> <p>SSG Donnie Dixon answered the call of duty and never forgot his mission. This #MemorialDay2020, #remember SSG Dixon and those like him who gave their lives protecting our freedom.</p>
Handles	<p>Twitter: @DixonCenterVets Facebook: @DixonCenterVets Instagram: @DixonCenter LinkedIn: Dixon-Center-Vets</p>



About Dixon Center for Military and Veterans Services	Dixon Center for Military and Veterans Services is a Center of Excellence that provides and coordinates technical assistance/training, resource sharing, and strong leadership to our partners, who, with our ongoing support, develop and operate direct service programs.
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