**Sample Social Media Posts**

Remember, not only is our blitz developed to reach out to specific individuals in personal messages, but also to use this time to interact with your classmates and start a conversation about giving back. Use social media during your blitz to keep Carleton top of mind for each of your classmates!

**The Carletonian:** Post [Carletonian articles](https://apps.carleton.edu/digitalcollections/carletonian/) from your Carleton era to spark conversations

**Current Carleton:** Check out [Carleton Now](https://apps.carleton.edu/now/stories/) for updated stories from campus.

**Selfie videos:** Ask 5-8 people to record themselves (no longer than 60 seconds) answering questions like these:

* Why does Carleton matter to you?
* What advice would you give current students?
* If you were to attend Carleton again, what (if anything) would you change?
* Why do you give to Carleton?
* (Hold up a Carleton item) tell a story of it’s significance
* Why \_\_\_\_\_\_ was the best dorm

**Ideas for posts:**

* Tag your freshman roommate and share a memory or why you’re grateful for them
* Upload a throwback photo and tag your friends in it. “Does anyone remember \_\_\_\_”
* Share a YouTube video of a song that was popular during your Carleton years
* Post a photo of your experience studying abroad and encourage others to do the same. Has anyone else visited \_\_\_\_?
* Take a photo of a Carleton branded item (t-shirt, scarf, hat.) “Does anyone still have one of these?”

**Lead by example:**

Change your profile picture and/or cover photo to a campus scene, or a photo of you at Carleton College

**Tips for Social Media**

* Include pictures or video
* Use content that many can relate to
* Create a conversation; ask a question, tag a friend and encourage them to post
* Post frequently and provide a wide variety of content
* Includes links to the giving page when talking about giving back