



Presented by  **STOP&SHOP**

Give the gift of  
a holiday meal.

## Social Media Guide

### Social Media Tips

- **Be our social media ambassador.** Follow us on social media and spread the word about the Hunger Free Holidays campaign with your followers and network by liking and sharing our posts or creating your own. We've provided sample social media posts below for inspiration or for you to use.
- **Use our Hunger Free Holiday GIFs on your story.** Add some creative flair to your Instagram and Facebook stories with a Hunger Free Holidays GIF. Search for "GBFB" wherever GIPHY is supported and choose your favorite graphic to design your post.
- **Share why you support Hunger Free Holidays.** Don't forget to tag us—you may even see your post shared on GBFB social media channels.
- **Share your goal.** Tell your followers about your goal, provide updates on status, and tell them how they can help. Third time's the charm. The average person needs to be asked three times before they give, so post about your fundraiser more than once. **And don't forget to include a link to your fundraiser!**
- **Ask. Thank. Repeat.** Don't make every post an "ask". Share why the fundraiser is important to you. Ask your followers about their holiday traditions and what they're thankful for. And don't forget to thank those that have given to your fundraiser.

#### To learn more, contact:

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hunger-free for our  
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## Social Media Guide (cont...)

### Sample Social Media Posts

GBFB Handles & Campaign Hashtags

*GBFB is on the following channels:*



- @Gr8BosFoodBank
- #HungerFreeHolidays
- #EndHungerHere
  
- Let's serve hope this Thanksgiving. Join me in supporting GBFB's Hunger Free Holidays campaign. Together, we have the power to make a difference this holiday season. Donate at [GBFB.org/Holidays](http://GBFB.org/Holidays) #HungerFreeHolidays #EndHungerHere #ServeHope
- Spread joy this holiday season with a donation to GBFB! Their Hunger Free Holidays campaign will help provide healthy holiday meals to our neighbors in need. Learn more at [GBFB.org/Holidays](http://GBFB.org/Holidays)
- As you're shopping for holiday gifts, don't forget to give the gift of a holiday meal. Support GBFB's Hunger Free Holidays campaign with a donation today. Donate at [GBFB.org/Holidays](http://GBFB.org/Holidays) #HungerFreeHolidays #EndHungerHere #SpreadJoy
- "Everything starts with a meal." Serve hope this holiday season by making sure no one goes hungry. Donate to GBFB's Hunger Free Holidays campaign. Together, we can end hunger this holiday season. Donate at [GBFB.org/Holidays](http://GBFB.org/Holidays) #HungerFreeHolidays #EndHungerHere #ServeHope #SpreadJoy
- Celebrate the season of giving with me and let's make sure that no one goes hungry this holiday season. Every meal shared is a moment of joy. Help me spread joy this holiday season with a gift that will help feed our neighbors in need. Support GBFB's Hunger Free Holidays campaign with a gift that will provide healthy holiday meals for local families. Together, we have the power to make a difference this holiday season! Donate at [GBFB.org/Holidays](http://GBFB.org/Holidays) #EndHungerHere #HungerFreeHolidays #SpreadJoy #ServeHope