

# Tiger P.A.C.K.

## Social Media Guide

**CLICK HERE to open  
24 HR Challenge assets!**

**24HR**   
CHALLENGE

**NOVEMBER 8, 2017**  
TRINITY UNIVERSITY

**24hr.trinity.edu**

# BEFORE THE CHALLENGE DAY (NOV. 4 -7)

Thank you for joining the Tiger P.A.C.K. and spreading the word about the 24 Hour Challenge! Harnessing the power of social media can bring us even closer to our goal of 1,500 gifts.

You can help by sharing any or all of the graphics found in the [Tiger P.A.C.K. folder](#), paired with the suggested captions, on Facebook, Twitter, Instagram, or anywhere your friends are!

Trinity University can be found on the platforms below, so tag us when you can, and always be sure to link the page [24hr.trinity.edu](http://24hr.trinity.edu) in each of your posts.



**Facebook**  
[@TrinityUniversity](#)



**Twitter**  
[@Trinity\\_U](#)



**Instagram**  
[@TrinityU](#)

## BANNER PHOTO

**Give where it matters to you!**

**24 HR**   
CHALLENGE

NOVEMBER 8, 2017  
TRINITY UNIVERSITY

**24 HR**   
CHALLENGE

TRINITY UNIVERSITY NOV. 8, 2017

**Accept the Challenge!**

**24 HR**   
CHALLENGE

NOVEMBER 8, 2017  
TRINITY UNIVERSITY

Use any one of the banner photos found in the ["Banner Photos" folder](#) across your social platforms.

### Captions

- Accept the challenge and give where it matters to you!  
**#ChallengeAccepted** [24hr.trinity.edu](http://24hr.trinity.edu)
- Get ready, Tigers! If we make 1,500 gifts on Nov. 8th, anonymous donors will give \$85K to Trinity. Will you accept the Challenge?  
**#ChallengeAccepted** [24hr.trinity.edu](http://24hr.trinity.edu)

# PROFILE PHOTO

Use the profile photos below in the [“Profile Photos” folder](#) across your social platforms. You can also add a profile “picture frame” on your current Facebook photo. Just visit <https://www.facebook.com/profilepicframes> and search for “Trinity University” to unlock this special frame.

## Facebook Profile Picture Frame

Visit <https://www.facebook.com/profilepicframes> and search for “Trinity University” to unlock this special Frame and use one of the captions below. The frame will be active on Nov. 4 until Nov. 11.

**Share and encourage others to do the same!**



## Captions

- Get ready, Tigers! If we make 1,500 gifts on Nov. 8th, anonymous donors will give \$85K to Trinity. Will you accept the Challenge?  
**#ChallengeAccepted**  
[24hr.trinity.edu](http://24hr.trinity.edu)
- 1,500 Gifts. 24 Hours. Are you up for the Challenge? Show your #TigerPride on Nov. 8th!  
**#ChallengeAccepted**  
[24hr.trinity.edu](http://24hr.trinity.edu)

# DAY-OF 24 HR CHALLENGE (NOV. 8)

Use the photos below in the [“Posts” folder](#) across your social platforms on the day of the challenge to let your friends know that you’ve accepted the challenge!

## Morning Post

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- 1,500 Gifts. 24 Hours. Give where it matters to you during Trinity’s 24 Hour Challenge! Show your #TigerPride by making a gift! [24hr.trinity.edu](http://24hr.trinity.edu)
- Listen up, Tigers! If we make 1,500 gifts on Nov. 8, anonymous donors will give \$85,000 to Trinity. Will you accept the Challenge? [24hr.trinity.edu](http://24hr.trinity.edu)

## Evening Post

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- I accepted the challenge. So can you! Let’s give TU-gether! [24hr.trinity.edu](http://24hr.trinity.edu)
- Accept the Challenge before the clock strikes midnight! [24hr.trinity.edu](http://24hr.trinity.edu)
- Let’s make history and reach 1,500 gifts! Show your #TigerPride and support your passion [24hr.trinity.edu](http://24hr.trinity.edu)