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**Indiana SECC 2021 Social Media Tool Kit**

Did you know your participation in the Indiana State Employees’ Community Campaign (SECC) inspires others? We need your help spreading the word about the powerful opportunity the Indiana State Employees’ Community Campaign (SECC) provides in making a difference. Social media is an effective tool to encourage others to get involved. To make it easy for you, we’ve provided you with turnkey content that you can copy and paste into your favorite social media platforms. Below you’ll find sample content for Twitter and Facebook – but don’t hesitate to use it elsewhere, such as your agency’s blog or newsletter, or other personal social channels like LinkedIn, Instagram, Tumblr, etc. Contact [marcom@charities.org](mailto:marcom@charities.org) for assistance.

**So we can amplify what you do, please do this first:**

* “Like” the State Personnel Department (INSPD) on [Facebook](https://www.facebook.com/Indiana-State-Personnel-Department-353189038081934/)
* Follow the INSPD on [Twitter](https://twitter.com/SOIEmployees)
* Subscribe to our [YouTube channel](https://www.youtube.com/channel/UCa4gS6Hm3Cp9I3YSaxzoAow), then watch, “like,” and share our SECC-related content

**Other Important Notes:**

* Add a **personal note**! While the messages included in this tool kit are ready for you to copy and paste into your favorite social media channels, adding a short anecdote about the cause close to your heart or why you gave can make the difference between simply educating Indiana’s employees, or moving them to take action. This is how ***we make a difference***!
* In every post, remember to include the **call to action**: to visit the SECC website, [www.charities.org/secc](https://www.charities.org/secc)
  + You may word it however you’d like. We often switch between “get started,” “give now,” “donate today,” “learn more,” and so on. It doesn’t matter *how* you say it – just that you *say* it!
* Add a **graphic** in every post to help break through the noise. You are welcome to use graphics INSPD shares on social media or those on the giving portal. If you prefer to source your own graphics, there a variety of no cost, copyright- and royalty-free, high-resolution graphic services such as [Unsplash](https://unsplash.com/), [Freepik](https://www.freepik.com/), and [Pixabay](https://pixabay.com/). If you go this route, remember to cite the creator as instructed.
* Please use the hashtag **#IndianaSECC** in all social media posts to help us aggregate, measure, and amplify the conversation. You are also welcome to use other hashtags if you have room, such as #WeMakeADifference, #INSECC, and so on.
* Tweets are limited to **280 characters**. You can use a service like [Bitly](https://bitly.com/) to shorten your web links.
* After you follow us on Facebook and Twitter, please **tag us** in your[Facebook](https://www.facebook.com/Indiana-State-Personnel-Department-353189038081934/) and [Twitter](https://twitter.com/SOIEmployees) posts, and we’ll do our best to “like” and share your message with our network!

***Beginning of Campaign Draft Content (August 26-September 5):***

* The #IndianaSECC, our State’s giving Campaign, is live! Join me in giving back and inspiring hope among our fellow Hoosiers: [www.charities.org/secc](https://www.charities.org/secc)
* #COVID19 has impacted so much – but there is hope. WE are hope. When we give any amount to a cause we love through #IndianaSECC, we don’t just give back – we inspire hope: [www.charities.org/secc](https://www.charities.org/secc)
* I just pledged to support causes I love through #IndianaSECC. Will you join me? [www.charities.org/secc](https://www.charities.org/secc)
* A pledge of just $1 (the cost of a soda) per paycheck provides 74 meals to those in need through the SECC. A little goes a long way. Join me in paying it forward: [www.charities.org/secc](https://www.charities.org/secc) #IndianaSECC
* The #IndianaSECC is our opportunity to make a collective impact. Together, #WeMakeADifference! Join me in supporting a cause you care about today: [www.charities.org/secc](https://www.charities.org/secc)
* Indiana employees, donate at work today to make a difference tomorrow and beyond: [www.charities.org/secc](https://www.charities.org/secc) #IndianaSECC
* Want to support a #Indiana #charity? The #IndianaSECC makes it easy: [www.charities.org/secc](https://www.charities.org/secc)
* Just $5/pay period (a cup of a coffee per paycheck) means 1 struggling veteran and family will not go hungry. You make this possible through the SECC: [www.charities.org/secc](https://www.charities.org/secc) #IndianaSECC
* So many communities are struggling because of the #pandemic. The #IndianaSECC empowers us to give back and help the most vulnerable among us. Let’s help those who need it most: [www.charities.org/secc](https://www.charities.org/secc)
* Did you know there are more than 1,500 pre-vetted charities you can support through #IndianaSECC? Learn more about how you can make a long-term impact: [www.charities.org/secc](https://www.charities.org/secc)
* The #Indiana Employees #Community Campaign is our chance to give back. If we give a little today we help a LOT tomorrow. Learn more: [www.charities.org/secc](https://www.charities.org/secc) #IndianaSECC
* For the price of a move matinee, just $10 a paycheck, you can provide emergency housing for someone during his/her most urgent time of need. Please give through #IndianaSECC now: [www.charities.org/secc](https://www.charities.org/secc)

***Middle of Campaign Draft Content (September 6-October 5):***

* You know what they say: the family that gives back together, stays together! #Hoosier family – please join me in giving back through the #IndianaSECC: [www.charities.org/secc](https://www.charities.org/secc)
* When we each give back individually, we make a HUGE collective impact. But time’s running out – the #IndianaSECC ends 11/5! Let’s make a difference, together:[www.charities.org/secc](https://www.charities.org/secc)
* Giving by payroll deduction through the #IndianaSECC (even just $1/paycheck!) means we’re helping our favorite causes 24/7/365. That’s how we make a difference: [www.charities.org/secc](https://www.charities.org/secc)
* DYK? If you pledge just $1 per paycheck, the cost of a soda, you buy 1 teddy bear for a child during hospital visits. Now THAT is a gift that keeps on giving! Learn more: [www.charities.org/secc](https://www.charities.org/secc) #IndianaSECC
* Giving through #IndianaSECC is convenient, secure, and because each charity has been thoroughly reviewed in advance, you can give with confidence. Join me: [www.charities.org/secc](https://www.charities.org/secc)
* Want to support a cause close to your heart? With #IndianaSECC, you can set it and forget it – and make a HUGE difference. Join me! [www.charities.org/secc](https://www.charities.org/secc)
* The SECC helps you make a lasting difference. For the price of a Pumpkin Spice Latte ($5) per paycheck, you can fund 2 hours of lifesaving children’s cancer research: [www.charities.org/secc](https://www.charities.org/secc) #IndianaSECC
* The #COVID19 #pandemic has hit some Hoosiers hard. Pls join me and give back to support the most vulnerable among us: [www.charities.org/secc](https://www.charities.org/secc) #IndianaSECC
* Through the #IndianaSECC, we get to shape our community: [www.charities.org/secc](https://www.charities.org/secc)
* Giving through the #Indiana Employees’ #Community Campaign is easy and helps millions. Learn more at [www.charities.org/secc](https://www.charities.org/secc) #IndianaSECCm
* If you pledge $50/paycheck, you help build 25 miles of trails, connecting people to the environment – AND clearing 100 acres of invasive species. YOU can make it happen: [[www.charities.org/secc](https://www.charities.org/secc)](http://mcc.maryland.gov/) #IndianaSECC
* Give through the #IndianaSECC to be a beacon of hope to others: [www.charities.org/secc](https://www.charities.org/secc)

***End of Campaign Draft Content: (October 6-November 5):***

* The #IndianaSECC is almost over! Give now before it’s too late: [www.charities.org/secc](https://www.charities.org/secc)
* Hoosier fam: we still have time to make a difference, but not much—the deadline to support causes that matter to us is 11/5. Let’s DO THIS THING: [www.charities.org/secc](https://www.charities.org/secc) #IndianaSECC
* If you donate/pledge $5 per pay period through the SECC, you provide 28 meals to homebound seniors in need: [www.charities.org/secc](https://www.charities.org/secc) #IndianaSECC
* The #pandemic may have impacted #Indiana, but #Hoosiers are never helpless! Pls join me & give back through #IndianaSECC to make a long-term difference for our friends and neighbors: [www.charities.org/secc](https://www.charities.org/secc)
* Want to support a cause you love? There's still time to give through #IndianaSECC! Deadline is Dec. 14: [www.charities.org/secc](https://www.charities.org/secc)
* Baby, it’s cold out there. For $20/pay period, you can give 26 kids with a brand new winter coat – providing them warmth AND pride: [www.charities.org/secc](https://www.charities.org/secc) #IndianaSECC
* With the #IndianaSECC, every time we give back, we pay it forward. The deadline is 11/5! [www.charities.org/secc](https://www.charities.org/secc)
* The #IndianaSECC is coming to an end. Please give today! [www.charities.org/secc](https://www.charities.org/secc)
* A parent needs our help! For the price of a concert ticket, $50/paycheck, we provide quality childcare for 1 low-income parent, assuring she’s able to work. Every cent helps: [www.charities.org/secc](https://www.charities.org/secc) #IndianaSECC
* The #IndianaSECC is almost over, but the need is not. Donate today to support your favorite cause—and those who rely on their services--all year long: [www.charities.org/secc](https://www.charities.org/secc)
* Did you know there is no such thing as a “too small” donation? Every penny helps. Let’s put our pennies together for causes we love via #IndianaSECC -- while there’s still time! [www.charities.org/secc](https://www.charities.org/secc)
* If you’re like me & you gave thru #IndianaSECC, TYSM! If you haven’t yet but wanted to, this is your LAST CHANCE! The Campaign ends 11/5. [www.charities.org/secc](https://www.charities.org/secc)