



SOCIAL MEDIA TOOLKIT

Social media is a great outlet for you to share your experience with Student Sponsor Partners and encourage others to get involved. Here are some tips and tools (including sample posts) for you to be a social media ambassador!

In your posts, let your networks know about:

- Student Sponsor Partners
- Your involvement
- How they can make a difference
 - Mentor
 - Sponsor
 - Donate
 - Attend an event
 - Like our page
 - Choose us as the recipient charity for Amazon Smile donations
 - and more...

Remember to include:

- Images of you and your mentee and/or sponsee
- Videos (check out our [YouTube](#) channel)
- Links to blog posts or news stories

Make sure you tag Student Sponsor Partners:

- Facebook: [@sspnewyork](#)
- Twitter: [@sspnewyork](#)
- Instagram: [@sspnewyork](#)
- LinkedIn: Student Sponsor Partners || [linkedin.com/company/sspnewyork](https://www.linkedin.com/company/sspnewyork)

Suggestions:

- Share your personal connection to Student Sponsor Partners
- Use social media tools such as **Facebook** and **Instagram Fundraisers**

And you're encouraged to share content from any of our pages!



Sample Posts

- Share a photo with a caption about your connection to Student Sponsor Partners such as a post about:
 - Your mentee and/or an experience you shared together
 - One of our events – fundraising and otherwise
 - The inspiring story or journey of a student (could be you!)
 - and more... the possibilities are endless!
- We can all agree that education and consistent support are incredibly important. That's why I am so passionate about @sspnewyork, an organization that pairs New York City students with sponsors who cover their tuition to attend private high schools and mentors who provide guidance and support. Learn more at sspnyc.org!
- YOU can make a real difference in a young person's life and help them succeed. Learn more and become a mentor today! sspnyc.org/mentor
- Impact the life of a student by becoming a sponsor at sspnyc.org/become-a-sponsor.
- Shopping on Amazon? Visit smile.amazon.com for the same items and prices with the added bonus of generating an Amazon Smile donation for education and mentorship! Just select "Student Sponsor Partnership Inc." as the recipient charity.
- Help me spread the word about Student Sponsor Partners – a New York City nonprofit that makes such an impact in our community. Check out and share the impactful work by liking and following @sspnewyork on social media. The more people who see how Student Sponsor Partners is working to improve access for all, the more students who can benefit from its scholarship and education programs.

Suggested Hashtags

#SSPNewYork #SSPNYC #Education #Mentors #Mentorship #MentorshipMatters #GiveBack
#Nonprofit #Impact #InTheNews #Fundraiser #Friendraiser #TakeAction #NewYork
#NewYorkCity #NYC

Facebook Fundraisers

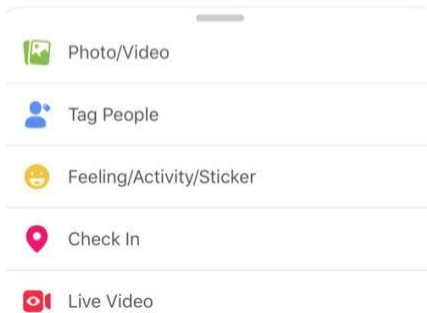
1. Click “Create Post” on your Facebook.



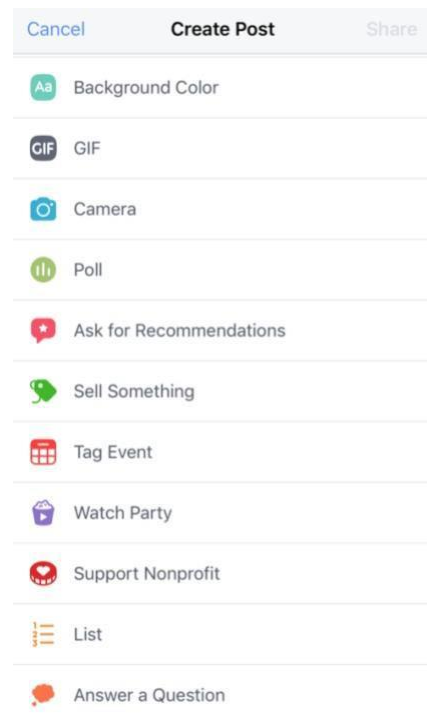
Mary Faddoul

Friends + Album

What's on your mind?



2. Select “Support Nonprofit” in the menu of items.





3. Type "Student Sponsor Partners" and select it as the recipient nonprofit.

Cancel **Select Nonprofit**

🔍 Search for a nonprofit to support

Support a cause
Which nonprofit do you want to receive the donations from your post?
Donations to some nonprofits will be distributed by Network for Good. [Learn more.](#)

Student Sponsor Partners ✓
You and 8 friends have donated • Education • New York, New York

St. Jude Children's Research Hospital ✓
Larry Imboden, Philip Longo and 4 other friends have donated • Health and Human Services • Memphis, Tennessee

The Ocean Cleanup ✓

4. Complete your post with images/graphics and copy.

Cancel **Create Post** Share

Mary Faddoul
Friends ▾ + Album ▾

Let people know why they should donate to this nonprofit...

Mary is raising money for Student Sponsor Partners. ✕

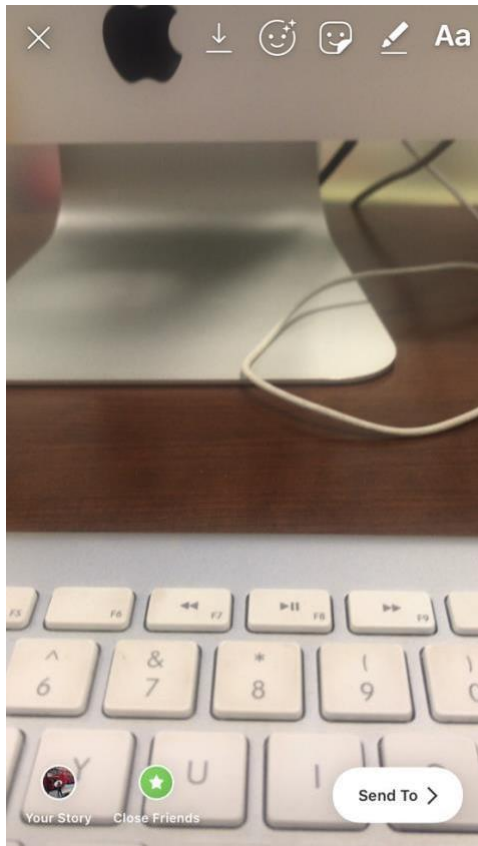
Be the first to donate!



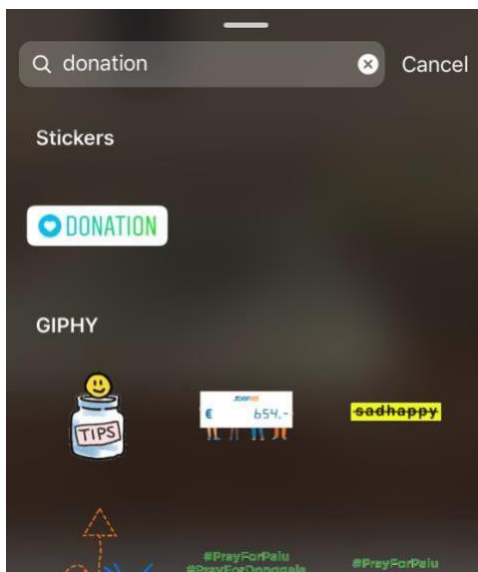
Student Sponsor
Partners

Instagram Fundraisers

1. Take or share a photo for your Instagram Stories.

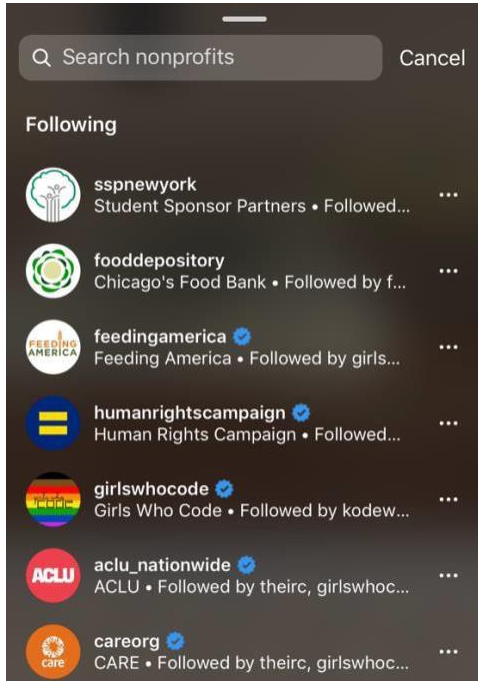


2. Add the donation sticker.





3. Type "Student Sponsor Partners" and select it as the recipient nonprofit.



4. Customize the button copy and your post.

