[**Click Here to View the Social Media Posting Schedule!**](https://earthsharenorthcarolina-my.sharepoint.com/:x:/g/personal/ariel_earthsharenc_org/EX0p1En9OdxMonVAsMD2dXoBiHcydtTKtncREhJbX-G7aw?e=jGInfo)

**Please go to second tab (Member’s Posting Schedule) in above document to find your name and the day/time we would like for you to post.** Areas highlighted in pink, purple, and yellow are peak posting times for Facebook, Instagram and LinkedIn. Greyed out areas are the lowest social media engagement times, so no one has been put in those spaces. You are welcome to post any time during your hour window (ex: if you’re listed as posting at 10am, you can post anywhere from 10-11am on that day). Please feel free to utilize the rest of the spreadsheet for any aspects of your social media habits – the first tab indicates key posting times for each social media site (aside from Twitter), the third tab indicates your organization’s follower counts and engagement stats for each of your socials (aside from Twitter).

**Workplace Giving Campaign Social Media Posting Instructions:**

Please use the following statements as a jumping off point for posting the social media graphics. Feel free to personalize or change the text to highlight your organization. We highly recommend you use the social media graphics stored in the Campaign Toolkit ([www.earthsharenc.org/2022-campaign-toolkit](http://www.earthsharenc.org/2022-campaign-toolkit))!

On each social media day, post one of the images from the toolkit on Facebook, Instagram and/or LinkedIn. ***Don’t forget to tag us at @EarthShareNC!***

**State Employees Combined Campaign (SECC):** Tag the SECC social media accounts for more visibility (that’s @NCSECC on Facebook and Instagram). Don’t forget to include your SECC charity code, which you can find at <https://ncsecc.org/find-a-charity/>

**Example Text:** *We’re proud to be an @EarthShareNC Member Nonprofit. You can #ImpactNC by supporting [your organization] or EarthShare North Carolina in your workplace giving campaign! SECC #\_\_\_\_ (your charity code); EarthShare – SECC #1100, EIN #56-1775025*

**Example Texts by Subject Area:**

**Air –** Giving to EarthShare NC through your workplace giving campaign is a breath of fresh air! Together, we can #ImpactNC and ensure a future of clean air for all in North Carolina. #earthsharenc #environmentalnonprofit #northcarolina

**Water –** Dive into this year’s workplace giving campaign by giving to EarthShare NC! Supporting our state’s waterkeepers to protect drinking water sources is one of the many ways we can #ImpactNC together. #earthsharenc #environmentalnonprofit #northcarolina

**Wildlife –** Coyotes, Cougars, and Bears – Oh My! You can help protect North Carolina’s wildlife by giving to EarthShare NC through your workplace giving campaign. Together, we can #ImpactNC and all the creatures living here. #earthsharenc #environmentalnonprofit #northcarolina

**Land –** This land was made for you and me. Let’s work together to preserve land access for all in North Carolina! #ImpactNC today and to EarthShare NC through your workplace giving campaign. #earthsharenc #environmentalnonprofit #northcarolina