

## 100 Days of Summer Challenge Social Media Toolkit

### What can you do to help?

- Log on to your favorite social media site, such as Facebook or Twitter. Copy and paste one of the sample messages below into your status update—or create your own message that includes the #DelArtSummer hashtag.
- Dress up your social! Upload the #DelArtSummer graphic to accompany your status update, update your Facebook cover image with our custom banner, and add our campaign frame to your Facebook profile picture. (Sample posts, links to graphics, and instructions for Facebook frame provided below.)



- Share your #DelArtSummer images and videos using the campaign hashtag.
- Follow and share our Facebook Event page for this fundraiser. (Linked [here](#).) This event page will stay updated with fundraising updates, images of DelArt in the summer, giveaway opportunities and more.
- Create your own Fundraising Event. You can create your own fundraiser in support of our campaign. You can create a Facebook Birthday Fundraiser or a just because fundraiser to support our efforts this summer. Follow this [link](#) to create your own fundraiser. (Fundraising event banner graphic linked below.)

### Posts

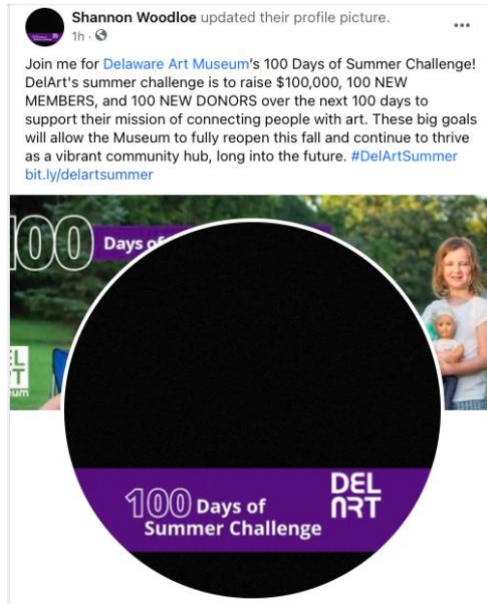
#### *Platform Content reminders/tips*

- Tag our page in your post! We are @delartmuseum on Facebook, Instagram and Twitter.
- Use the campaign and brand hashtags. The two most important for #DelArtsummer and #DelArtMuseum. More hashtags are below in the “Quick Resources” section.
- When posting, be sure that each post includes a visual element of some kind (video, infographic, photo, or other image). Ideally this image would be something reflective of your time at the Museum this summer.
- Include the link to the campaign website ([bit.ly/delartsummer](http://bit.ly/delartsummer)) or the donation page ([bit.ly/donateDelArt](http://bit.ly/donateDelArt)) in all post.

Sample Posts

- Join me for @DelArtMuseum's 100 Days of Summer Challenge! DelArt's summer challenge is to raise \$100,000, 100 NEW MEMBERS and 100 NEW DONORS over the next 100 days to support their mission of connecting people with art. These big goals will allow the Museum to fully reopen this fall and continue to thrive as a vibrant community hub, long into the future. #DelArtSummer [bit.ly/delartsummer](https://bit.ly/delartsummer)

(This text with a Facebook profile picture frame update.)



- The @DelArtMuseum is an essential community resource, connecting people to art and to each other. Help me support this essential community resource by donating, becoming a member, and getting the word out about DelArt this summer! #DelArtSummer [bit.ly/delartsummer](https://bit.ly/delartsummer)

(This text with a Facebook cover photo update.)



### Sample Posts (cont'd)

- [Finish the statement] My Museum is \_\_\_\_\_. Donate to my museum today! #DelArtSummer [bit.ly/donateDelArt](http://bit.ly/donateDelArt)
- [Finish the statement] My #DelArtSummer looks like \_\_\_\_\_. Donate today to keep @DelArtMuseum around for many summers to come! [bit.ly/donateDelArt](http://bit.ly/donateDelArt)  
[accompany with a visual asset of you enjoying yourself at the Museum in the summer]
- [Finish the statement] I first visited the @DelArtMuseum when\_\_\_\_\_, and I came back because \_\_\_\_\_. Donate today so we all can keep coming back! #DelArtSummer [bit.ly/donateDelArt](http://bit.ly/donateDelArt)

### Facebook Profile Picture Frame

#delartsummer  
[bit.ly/delartsummer](http://bit.ly/delartsummer)



#### *How do I use my frame?*

Let everyone who views your profile picture know you support the #DelArtSummer giving challenge. When you update your profile picture with the frame include the campaign hashtag (#DelArtSummer), website ([bit.ly/delartsummer](http://bit.ly/delartsummer)), and a reason why you support this campaign or feel free to use one of the sample posts provided in place of a personal campaign support message.

#### *How do I find my frame?*

On Mobile: Go to your profile on the Facebook app and tap "Edit" on your profile picture (the camera icon on your profile picture is edit). Then tap "Add Frame". Search the frame gallery for Delaware Art Museum and select the 100 Days of Summer frame.

On Desktop: To add the frame visit the link below. Search the frame gallery for "Delaware Art Museum." Select the 100 Days of Summer frame and follow the instructions provided.

[www.facebook.com/profilepicframes/?selected\\_overlay\\_id=1417561975276098](http://www.facebook.com/profilepicframes/?selected_overlay_id=1417561975276098)

## Quick Resources

### *Social Media Handle*

- @delartmuseum
- Platforms: Facebook, Instagram and Twitter

### *Graphics*

- [Facebook Personal Profile Page Cover](#)
- [Facebook Fundraiser Event Page Banner](#)

### *Hashtags*

- *Campaign hashtags for all platforms:* #DelArtSummer #DelArtMuseum
- *Other recommended for Instagram and Twitter:* #DelArtSummer2021 #DelawareArtMuseum #DelArt #DelArtCurators (if artwork is highlighted in your post) #inWilm #VisitWilm

### *Websites*

- 100 Days of Summer Campaign Website ([bit.ly/delartsummer](http://bit.ly/delartsummer))
- Delaware Art Museum donation page ([bit.ly/donateDelArt](http://bit.ly/donateDelArt))
- [100 Days of Summer Facebook Fundraiser Event Page](#)

**Questions?** If you have any questions about using this social media toolkit resource please contact Shannon Woodloe, DelArt Museum's Digital Storyteller. [swoodloe@delart.org](mailto:swoodloe@delart.org)