



Global Citizen's Digital and Social Media Resources

Mlkdayofservice.org

Who we are

Global Citizen is a nonprofit organization that is dedicated to civic engagement among diverse groups through volunteering, education, community building, economic development, and leadership development.

We are a small organization, but our impact is widespread. One of our programs, Greater Philadelphia Martin Luther King Day of Service, is the oldest and largest King Day of Service event in the country, engaging over 150,000 volunteers in some 1,800 community projects.

Every third Monday of January, our nation recognizes the work of Dr. King with King Day of service. Help us continue Dr. King's legacy through service and volunteering in our communities.

Global Citizen is the service tracking agent for King Day events and activities happening in this tri-state area. In return for registering projects, Global Citizen offers free services such as volunteer matching, King Day of Service t-shirts, online project tracking, King Day of Service briefings, a coordinators' appreciation breakfast, and more.

For more information on the registration process for the King Day of Service, please click [here](#) or contact our office at 215-851-1811 or mlkdayofservice@globalcitizen365.org.

I. Digital Resources

- Find a Volunteer Opportunity
 - ◆ Visit our website, mlkdayofservice.org, and find service projects near you.
- Attend a King Day Planning workshop
 - ◆ Have an idea and want to create a service project? Attend our monthly workshop to see how you can start! Click [here](#) to see our upcoming workshop.
- Register your project
 - ◆ Register your project with us to help match volunteers for your event
 - ◆ Register your project by December 1 to be entered into our King Day t-shirt lottery. Click [here](#) to see the guideline.
- Social Media Tool Kit
 - ◆ New to social media? Click [here](#) to learn the basics of social media.
- Lesson Plans
 - ◆ Are you teaching students about the impact of Dr. King and the importance of volunteering? [Use these resources](#) developed in collaboration with Scholastic in your classroom.
- Share Videos: Raise awareness about King Day of Service by sharing these videos about Dr. King and a commitment to service:

- ◆ [King Day Legacy of Service](#)
- ◆ [What Are You Doing for Others?](#)

II. Social Media Tools and Templates

Encourage others to serve through social media! By sharing information on **your website and social media** about your Day of Service plans, it can lead others to join existing service projects or organize their own. A hashtag (#) is an internal link that takes you to other related posts when you click on it. Make sure there's no space in between the word when making a hashtag.

Hashtag Examples:

#MLKDay: Tag all of your posts with **#MLKDay** to include your volunteer service project in the national conversation.

#KingDay2020

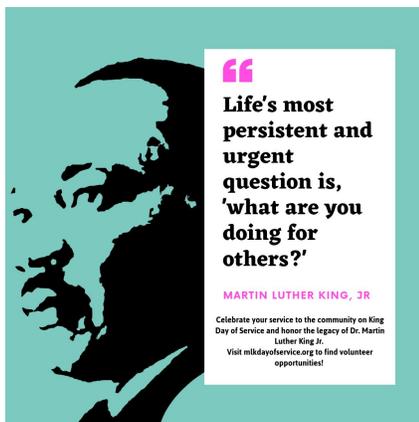
#MLKDOS: Use abbreviation to make the hashtag short and simple.

#GCMLKDAY2020: Or create your own unique hashtag

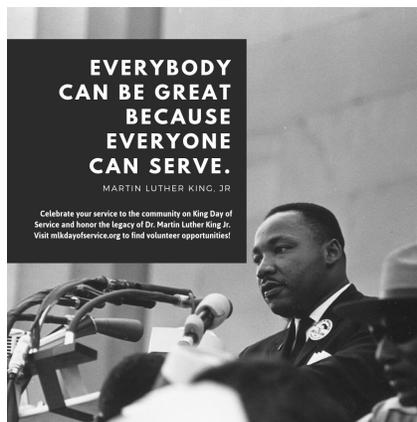
#GCKDOS

Digital Graphics:

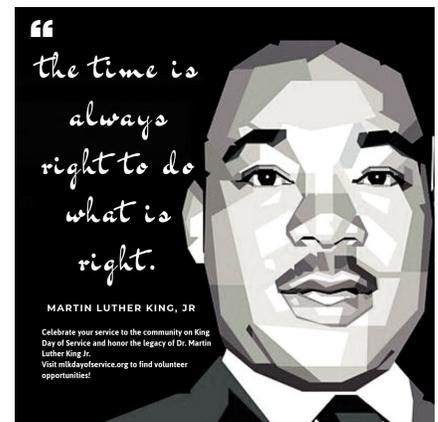
Attach our **social media graphics** to your posts to display how your service project is part of a nationwide day of volunteerism and patriotism. You can use websites like canva.com to create your own or download ours by clicking the number below the image.



1



2



3

Sample messages for Twitter, Facebook, and Instagram:

Leading up to MLK Day:

"Everyone can be great because everyone can serve." –Dr. King. How will you serve on #MLKDay?

#MLKDay is a chance to further Dr. King's dream through volunteer service. Get involved in your community at mlkdayofservice.org

#MLKDay is a national day of service. Turn your day off into a day ON by volunteering: mlkdayofservice.org

Does your New Year's resolution involve helping others? Start by volunteering on #MLKDay. More at mlkdayofservice.org

Teachers! Find great resources to help your kids learn about #MLKDay and the power of service at mlkdayofservice.org

On MLK Day:

To honor #MLKDay, I'm volunteering with [ORGANIZATION] because [CAUSE] is important to my community.
[Photo] @mlkdayofservice

I'm inspired to serve on #MLKDay to further Dr. King's dream. [Photo] @mlkdayofservice

We want to see how your service went! Be sure to tag your photos on Instagram, Twitter, and Facebook with #GCMLKDOS or tag us @mlkdayofservice on Twitter and @globalcitizen365 on Instagram account in your photos.

Don't forget to get creative! Take Snapchat or Instagram story of your service and upload them to the local shared stories. You can also write a blog post about why service on King Day is important to you or 5 ways your organization is honoring Dr. King's call to service all year round.

Follow us to keep updated with any King Day announcement!

Facebook - @globalcitizen365

Twitter - @mlkdayofservice; @gcitizenmlk

Instagram - @globalcitizen365

Questions? Ask us at mlkdayofservice@globalcitizen365.org or call us at 215-851-1806