



Social Media Toolkit



Join us in sharing the Great Futures Gala hosted by the Boys & Girls Clubs of East Alabama! Get ready to make a difference in the lives of our youth while enjoying an evening filled with inspiration, entertainment, and philanthropy. By attending or supporting this event, you're directly contributing to the growth and success of the children and teens in our community.

To spread the word and amplify our impact, we've prepared a social media toolkit just for you! Follow these simple steps:



Download the graphics provided in this toolkit.



Craft your message and email signature using the suggested copy.



Share across your social media platforms using the hashtag #GreatFuturesGala and tag @BGCEASTAL

ATTACHMENTS

- **GFG Promo Graphic (1080x1080)**
 - Standard square graphic best suited for social newsfeed sharing
- **GFG Promo Story (1080x1920)**
 - Best suited for reels and stories on Facebook and Instagram
- **GFG Gala Facebook Cover**
 - sized and suited for Facebook profile cover graphic only

SOCIAL MEDIA PROMOTION PLAN

- **March 12, 2024**
 - post to your social media platforms between 8am-12noon
- **April 3, 2024**
 - post to your social media platforms between 8am-12noon
- **April 19-24, 2024**
 - RESHARE Facebook promo post from BGCEastAL to your social media platforms

EMAIL SIGNATURE

Join us for an unforgettable evening at the Great Futures Gala on April 25, 2024! Let's come together to support the bright futures of our youth. Learn more about sponsorship and reserve your tickets now at linktr.ee/bgceastal. #GreatFuturesGala #SupportOurYouth

USE HASHTAG

#GreatFuturesGala

TAG US ON SOCIAL

@BGCEASTAL

QUESTIONS?

Call 334.502.1311 ext 2

SUGGESTED COPY: OPTION 1

Let's "Party with a Purpose" on April 25, 2024, at the Great Futures Gala! Join us for an evening dedicated to growing great futures at the @Boys & Girls Club of East Alabama. Reserve your tickets now and be a part of something extraordinary.

Visit linktr.ee/bgceastal for more details. #GreatFuturesGala #PartyWithAPurpose

SUGGESTED COPY: OPTION 2

Mark your calendars for April 25, 2024! You're invited to the Great Futures Gala where every ticket sold helps shape a brighter tomorrow for our youth. Secure your spot and make a difference today. #GreatFuturesGala

Learn more at linktr.ee/bgceastal.