Gator Day Ambassador | Digital and Social Media Toolkit February 14, 2024

Understanding the goals of Gator Day:

Succinctly, Gator Day will advance the University of Florida's mission through advocacy, education, and communication. We hope you, engaged alumni and friends of the Gator Nation, will join us on February 14 to promote the importance of UF's impact in Florida, nationally, and globally. We hope to engage Gators from all 50 states and countries around the world.

How to make an impact as a Digital and Social Media Ambassador:

- 1. Review the Gator Day Digital Social Media Toolkit (linked below) before February 14, 2024
- 2. Download a Gator Day Zoom background (linked below) and use, as appropriate
- 3. Follow @GatorAdvocates on Twitter and "like" Gator Advocates on Facebook
- 4. Share content from UF flagship accounts (<u>Facebook</u>, <u>Twitter</u>, <u>Instagram</u>, <u>LinkedIn</u>) and Gator Advocates before, during, and after Gator Day
- 5. Share curated content on your personal social media accounts using the official hashtag #GatorDay and graphics linked below and tag us in your content!
- 6. Encourage key contacts and UF graduates to engage with #GatorDay content

Official Hashtag: #GatorDay

• Please use this on all social media platforms and posts

Social Media 101:

- Use the official hashtag #GatorDay on Twitter and Instagram
- Download and utilize the social media graphics (linked below), as desired
- Search @UF and the words "#GatorDay" or "Gator Day" on social media Giphy keyboards for additional post options
- Tag your fellow Gators and encourage them to show their support for #GatorDay
- Retweet and engage with Gator Day Countdown graphics beginning Tuesday, February 13
- Please note, on February 14th, around 8 a.m., Eastern, a Gator Day-themed video will be published on UF's flagship Twitter account. We encourage you to watch and RT this post when published.

Social Media Posts: Examples

Use these content and copy themes to craft your posts:

- Happy #GatorDay! It's always great to be a Florida Gator 😓
- Join @GatorAdvocates to help champion the Gator good and always be connected to the Gator Nation, https://gcr.ufl.edu/advocacy/gator-advocates/#GatorDay
- Share photos of you in Gator gear and showing off your Gator spirit, along with your "Why UF" share what makes it great to be a Florida Gator

Downloads:

- Complete Gator Day 2024 Toolkit Asset (double-click on each header to access full suite)
- Facebook Assets
- Instagram Assets
- Twitter Assets
- Zoom Background