



# One Day FOR UK

## BBNfluencer Social Media Engagement Ideas

- 1 Like, comment, share and repost #OneDayforUK posts from UK Philanthropy social media pages.



[/UKPhilanthropy](#)



[@UK Philanthropy](#)



[@ukphilanthropy](#)

- 2 If your college, program or cause has their own social media page or special hashtags, share their content to encourage your friends to engage with them online!

- 3 Join the fun by participating in these One Day for UK social media challenges:

### FACEBOOK LIKES CHALLENGE

Go to the [UK Philanthropy Official Facebook page](#) to find the One Day for UK Likes challenge post. **Like the photo** of the college, program or cause of your choice and those with the most likes between Monday and noon on One Day for UK (April 18) will win the challenge.



### SHARE YOUR UK FAMILY CHALLENGE

Does your family bleed blue? **Post a photo** of you or any member of your Big Blue family dressed up in UK gear. Post your picture on Facebook, X (Twitter) or Instagram, include the hashtag **#OneDayforUK** and tag your favorite UK college, program or cause. One photo will win **\$200** towards their chosen fund!

### THROW IT BACK CHALLENGE

You know what day it is! Throw it back to when you were the cool kid on campus and use **#OneDayforUK** for a chance to win an additional **\$200** for your favorite college, program or cause! Be sure to tag them in your post or mention them in the caption.

### CATS AND CRITTERS CHALLENGE

We all love our pets, and they all love our WILDCATS! Post your favorite photo of them in their UK gear to Instagram, X (Twitter) or Facebook by **8 p.m** on April 18. Include the hashtag **#OneDayforUK** and tag your favorite UK college, program or cause. One post will win **\$200** towards their chosen fund!



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## Want to craft your own posts? Here are some additional content ideas:

- **Cats Give Back:** We know Wildcats love to give back, so post a picture of you or your group making a philanthropic difference in your community!
- **Video Sharing:** Share the official One Day for UK video from UK Philanthropy's official social media pages.
- **Fill in the Blanks:** I'm supporting \_\_\_\_ (mention UK college/unit) on #OneDayforUK because \_\_\_\_ (insert reason). I hope you'll join me in supporting a fund you care about at [onedayforuk.com](http://onedayforuk.com). Go Cats!

