



VISIT DENVER Foundation Scholarship Appeal

Social Media Toolkit

The purpose of this social media toolkit is to support the efforts of the VISIT DENVER Foundation's Scholarship Appeal by getting the word out to as many people as possible! You can help us do that by sharing the social media posts below to your personal or company Facebook pages, plus other social media accounts. If you have any questions, please contact Lauren at lhuffer@visitdenver.com.

- Facebook: [facebook.com/visitdenverfoundation](https://www.facebook.com/visitdenverfoundation)
- Website: www.visitdenverfoundation.org
- Trackable link: <http://bit.ly/3pQVzaG>
- Images: <http://bit.ly/2NwqImJ>
- Hashtag: #DenverHospitalityHeroes

Post #1:

**preferred posting date is before Friday, 2/26/2021*

Facebook: Please help me in supporting our hospitality heroes of the future! From March 1-12, the @visitdenverfoundation will be fundraising to provide scholarships for college students pursuing a degree in hospitality and tourism. Learn more here: <http://bit.ly/3pQVzaG>

Tip: For best results, add the image to your post FIRST, and then paste the text into the post

Instagram: Please help me in supporting our hospitality heroes of the future! From March 1-12, the VISIT DENVER Foundation will be fundraising to provide scholarships for college students pursuing a degree in hospitality and tourism. Learn more at visitdenverfoundation.org.

Twitter: Please help me in supporting our hospitality heroes of the future! From March 1-12, the VISIT DENVER Foundation will be fundraising to provide scholarships for college students pursuing a degree in hospitality and tourism. Learn more here: <http://bit.ly/3pQVzaG>

Please find the images below here: <http://bit.ly/2NwqImJ>



Post #2:

**preferred posting date is 3/01/2021*

Facebook: @visitdenverfoundation scholarship recipients are the hospitality heroes of the future! They've gone on to manage hotels, become marketing executives and own local restaurants. But for many, that education can be out of reach. For the next 12 days (March 1 – March 12), you can be a hero and personally support a student in need! Learn more here: <http://bit.ly/3pQVzaG>

Tip: For best results, add the image to your post FIRST, and then paste the text into the post.

Instagram: VISIT DENVER Foundation scholarship recipients are the hospitality heroes of the future! They've gone on to manage hotels, become marketing executives and own local restaurants. But for many, that education can be out of reach. For the next 12 days (March 1 – March 12), you can be a hero and personally support a student in need! Learn more at visitdenverfoundation.org.

Twitter: VISIT DENVER Foundation scholarship recipients are the hospitality heroes of the future! But for many, that education can be out of reach. For the next 12 days (March 1 – March 12), you can be a hero and personally support a student in need! Learn more here: <http://bit.ly/3pQVzaG>

Please find the images below here: <http://bit.ly/2NwqImJ>



Ways to go above and beyond!

1. Add a temporary profile picture frame on Facebook. Here's how:
 - a. *Go to your Facebook profile and click the camera icon on your profile picture*
 - b. *Select "add frame"*
 - c. *Search "VISIT DENVER Foundation" and select 1 of the 3 options*
 - d. *Under "switch back to previous..." add a custom end date of March 13, 2021*
 - e. *Use as Profile Picture!*
2. Use the Facebook and Instagram overlays that we've provided to create your own social media graphics that tell the stories of the hospitality heroes in your life! Please email Lauren at lhuffer@visitdenver.com if you have questions about how to use them.
 - a. Overlays: <http://bit.ly/2NwqImJ>
3. Keep an eye on the VDF Facebook page and share stories we post from students and donors
 - a. [facebook.com/visitdenverfoundation](https://www.facebook.com/visitdenverfoundation)
4. Share our VDF LinkedIn post on your personal or company page before March 1
 - a. <https://www.linkedin.com/company/visit-denver-the-convention-&-visitors-bureau/>