



# BEYOND THE GIFT SOCIAL MEDIA ENGAGEMENT GUIDE

Going *Beyond the Gift* this holiday season means amplifying The Chick Mission & our fiercely dedicated flock online! Whether you are giving a **holler to a healthcare hero**, **praise to a passionate peep**, or a **chirp** to raise awareness, check out **tips & templates** below to make it easy for you to use your voice in support of our collective mission.

CLICK HERE TO  
DOWNLOAD SOCIAL  
MEDIA TEMPLATES



TAG US!



LINKEDIN @CHICKMISSION

**SELECT** the content you would like to share on social media

- **Utilize** our social media templates and add images of the passionate peep(s) or healthcare hero(es) you're highlighting
- **Repost** content directly from Instagram or LinkedIn
- **Record** a short video sharing your "why"

**WRITE** a caption with a message of hope!

- What does The Chick Mission mean to you?
- How are you involved in the flock?
- Who / what inspires you?

**TAG** The Chick Mission on Instagram & LinkedIn

**REPOST  
CONTENT**

With a personal note about what  
The Chick Mission means to you!

**LINK TO:**  
700TH HOPE GRANT  
CELEBRATION

**LINK TO:**  
ICONNECTIONS  
MAGAZINE FEATURE