

40 Hours for the Forty Acres

Spring 2025 Social Media Toolkit



40 Hours for the Forty Acres is the The University of Texas at Austin's Texas-sized, annual day of giving.

For 40 hours, UT alumni, students, faculty, staff, parents and friends come together to support the people, places and pursuits that mean the most to them, amplifying their impact through the power of Longhorn Nation.

The Annual Giving Programs and Digital Engagement teams lead the central email and social marketing for the campaign, but 40 for Forty still needs your help to be successful! Activate your networks through your CSU's or group's social media channels.

Social Media Suggestions

Use your channels to share your CSU's or group's unique impact! Feel free to use your existing photography or video to help prospective donors understand what you do and the impact that their gifts will make. There is no need to develop 40 for Forty-specific graphics.

The Digital Engagement team is available if you need support in reviewing assets, crafting impact-specific captions, or developing a communications plan for the 40 hours. Contact atorres@austin.utexas.edu to get connected.

We recommend that your social media plan includes at least:

- **One save-the-date message per channel, posted between April 28 - May 6**
- **Two or three messages per day on May 7-8**
 - Consider sharing a personal message from a leader or other well-known member of your CSU or group to activate your network.
 - Post strategically to leverage specific challenges or matches — partner with participating groups to amplify their timely giving drives.
- **One thank you/impact message after 10 p.m. on May 8**

40 for Forty Basics

- **Wednesday, May 7 (6 a.m. Central) – Thursday, May 8 (10 p.m. Central)**
- **40for40.utexas.edu**
- **#UT40for40**

Questions? ✨

Contact
atorres@austin.utexas.edu

Amplify your Advocates

Peer-to-peer fundraising is the most effective way to crowdfund.



Branded Facebook, X, LinkedIn and Instagram Assets

- Engage with your audience! Use these [share graphics](#) to post on your favorite social media platform.
- Click [here](#) to access the 40 for Forty logo.

Helpful Tips

- Update your social media profile and cover photos before May 7 to show your support for 40 for Forty.
- Keep your followers in the loop about any challenges or matches they can participate in throughout the 40 Hours.
- Use and follow the hashtag #UT40for40 to be featured on the 40 for Forty website.
- After 10 p.m. on May 8, like, comment, and share the 40 for Forty results and take a moment to thank your networks for their generosity with a statement of impact.