

# DE Day of Service

SOCIAL MEDIA TOOLKIT

WEDNESDAY, JUNE 10



The DE philosophy comes to life through action and DE Day of Service is our chance to show that impact across the movement.

As you participate in this year's DE Day of Service, we invite you to help tell the story. Whether you're volunteering solo, with coworkers, or alongside fellow DE alumni, your story can inspire others to engage and help spotlight the collective impact of DE nationwide.

- Take photos and video
- Share on social media using the official hashtag #DEDayOfService
- Submit your photos and stories

We can't wait to see your impact.

We'd love to feature your impact after the event! Please submit photos, reflections, and the name of your team (if applicable) to [ncuf@ncuf.coop](mailto:ncuf@ncuf.coop).



## Take photos and video!

Capture your service throughout the day. Take photos and video of:

- Group photos
- Action shots
- Community moments
- Team volunteer photos
- Short video clips or reflections

## Share on social media

We encourage you to post throughout the day on LinkedIn, Facebook Unite CUDE group, and Instagram.

When posting:

- Tag your credit union or organization
- Tag the National Credit Union Foundation
- Use the official hashtag #DEDayOfService
- Share why this matters to you

## Caption ideas

You don't need a polished story to share your impact. Being authentic matters most. Consider answering one of these questions in your caption:

- What does DE Day of Service mean to you?
- Why did you choose this activity?
- What impact did you see?
- How does this connect to the credit union philosophy?

The Foundation may reshare submitted content across social media, blogs, email, and future DE Day of Service promotions.

The logo for the National Credit Union Foundation. It features the words "National Credit Union" in a blue, sans-serif font stacked vertically on the left, and the words "THE FOUNDATION" in a larger, bold, black, sans-serif font to the right.