



Servant's Heart Social Media Toolkit

Welcome to your social media toolkit for the Servant's Heart Award!

In this document, you'll find everything you need to successfully promote your Servant's Heart event on social media.

On the page labeled **Post Copy**, you'll find copy for each post. Copy and paste the copy into Facebook, along with the corresponding image. The names of the images will correspond with the name under the Image column.

On the page labeled **Content Calendar**, you'll see our recommended schedule for these posts, broken down by each week with four posts per week. We recommend starting your promotion of the event one month before the scheduled date of the event. You'll use this calendar to keep track of when you schedule each post.

On the page labeled **Best Practices**, you'll see some tips and best practices for posting on social media.

You can access all the images and videos by clicking [here](#).

If you have any questions regarding this information, please contact **Terry Schrimsher** at pr@civitan.org.



Servant's Heart Social Media Post Copy

Date Related	Post Copy	Image
Save the date!	Save the date for our upcoming event in honor of the recipient of the Civitan International Servant's Heart Award on (date and time) ! The Servant's Heart Award is an initiative of Civitan International and recognizes outstanding teachers, employers, social workers, mentors or others working with individuals with I/DD. We'd love for you to join us for this celebration of selfless service, so mark your calendars today! #CivitanServantsHeart	SHA - Save the Date.jpg
Why the Servant's Heart Award?	The Servant's Heart Award is intended to recognize and honor the people who work with children and adults with I/DD and spotlight their acts of service, which very often go unnoticed. The need for people to help these individuals will always exist, so Civitan International wants to celebrate the special educators who work hard and with compassion. #CivitanServantsHeart	SHA - Why the Servants Heart Award.jpg
How to Nominate	If you know an outstanding teacher, employer, social worker or mentor whose excellence in service to citizens with I/DD deserves recognition, nominate them for this year's Civitan International Servant's Heart Award! Contact (insert contact info for club officer) with the name of the nominee, their role in service, and their contact info. Nominations must be received by the club by (date) to qualify. #CivitanServantsHeart	SHA - How to Nominate.jpg
One Week Away!	We are one week away from our event in honor of (recipient's name) , the recipient of the Civitan International Servant's Heart Award! We're so excited for this exciting evening, celebrating the selfless service of our recipient. #CivitanServantsHeart	SHA - One Week Away.jpg
Today is the Day	Today is the day! We are so excited for you to join us as we honor the selfless service of those who work with individuals with I/DD, with I/DD requires the ability to put someone else's needs above your own. #CivitanServantsHeart	SHA - TodayIsTheDay.png
Servant's Heart Qualities	Post Copy	Image
Selflessness	A Servant's Heart exudes many qualities but the most prominent is selflessness. Because of the challenges certain diagnoses often present, working with individuals with I/DD requires the ability to put someone else's needs above your own. #CivitanServantsHeart	selflessness.png
Acceptance	Acceptance is an essential quality of a Servant's Heart. In order to work with and relate to individuals with I/DD, you must be able to love and accept them for who they are. Only then will you be able to assist them in meeting their goals. #CivitanServantsHeart	acceptance.png
Dedication	Sometimes it can take time for individuals with I/DD to master a task or accomplish a goal, which is why a Servant's Heart requires a steady dedication. Dedication to these individuals and the cause is what sets a Servant's Heart apart from others. #CivitanServantsHeart	dedication.png
Creativity	Creativity is essential when it comes to working with individuals with I/DD. The ability to think out of the box and come up with new ways to engage with and educate these individuals is a key quality of a Servant's Heart. #CivitanServantsHeart	creativity.png
Servant's Heart Throughout the Ages	Post Copy	Image
Servant's Heart Throughout the Ages 1	Civitan International has a longstanding tradition of helping individuals with I/DD. In the 1950s, Civitan members identified a need within their communities and made it a mission to help people with I/DD. More than 50 years later, Civitan continues to serve other and honors those with a Servant's Heart. #CivitanServantsHeart	civitantradition.png
Servant's Heart Throughout the Ages 2	Our emphasis on creating a better community for individuals with I/DD when Civitan International became one of the major supporters of Special Olympics International, paving the way for individuals with I/DD to participate. #CivitanServantsHeart	specialolympics.png
Servant's Heart Throughout the Ages 3	Civitan's dedication to individuals with I/DD extends to the medical field as well! The UAB Civitan International Research Center, the first facility of its kind in the United States to be solely dedicated to research of developmental disabilities, is the culmination of over 50 years of Civitans helping those challenged by developmental disabilities. #CivitanServantsHeart	researchcenter.png
Videos	Post Copy	File
Why We Created the Servant's Heart Award	Why did Civitan International create the Servant's Heart Award? To honor those unsung heroes who have dedicated their lives to helping individuals with I/DD. Learn more by watching the video below. #CivitanServantsHeart	Why We Created the Servant's Heart Awards 02.mp4
What A Servant's Heart Looks Like	"Typically if you have a Servant's Heart, you're not looking for recognition, you're not seeking out recognition, so it's really important for organizations like Civitan International to say, 'We see you. We see all the wonderful things you are doing.'" Watch the video below to hear the story of a teacher who has dedicated her gift of teaching to middle school students with I/DD. #CivitanServantsHeart	What A Servant's Heart Looks Like.mp4



Servant's Heart Social Media Content Calendar

Week 1	Save the Date	Why the Servant's Heart Award	Why We Created the Servant's Heart Awards - Video	
Week 2	Servant's Heart Throughout the Ages 1	How to Nominate*	Servant's Heart Qualities: Acceptance	
Week 3	What A Servant's Heart Looks Like - Video	Servant's Heart Qualities: Dedication	Servant's Heart Throughout the Ages 2	One Week Away
Week 4	Servant's Heart Qualities: Selflessness	Servant's Heart Qualities: Creativity	Servant's Heart Throughout the Ages 3	Today is the day!
*When this is posted may vary depending on when each club begins accepting nominations.				



Social Media Best Practices

Here are some tips for posting on social media:

Always check your post for spelling and make sure the right image is added.

The best time to post on social depends on two variables: the social network and your audience. However, some of the best times to post to Facebook are anytime between **12:00 p.m. - 3:00 p.m.** and **5:00 p.m. - 8:00 p.m.**

To save time, you can schedule posts through Facebook. Simply go to your page, click **Publishing Tools** at the top, click **Scheduled Posts** on the menu on the left, and then hit the button that says + **Create**. From there, you can paste in your text and add your image. After you check spelling, click **Schedule** and select the day and time you'd like to post to go out.

Don't forget to check your posts daily and respond to comments and messages.