



#ICSFGiveThanks

CSF Social Media Campaign: Fall 2018

Directions

CSF is asking all schools to post short (15 seconds or less) Instagram videos of students talking about what they are thankful for this year. We ask that every post use the hashtag #ICSFGiveThanks. Schools must also follow us on Instagram if they have an account and tag us using our handle: @ICSFBoston.

The deadline to submit videos is Thursday, November 15th. No videos submitted after Thursday the 15th will be included.

NOTE: If you post a video from a personal Instagram account, make sure to include the name of your school in your post, so your school receives credit! Additionally, if your school's account is private, you MUST add @icsfboston in order for us to view your posts.

How it works

CSF will collect all the submissions that use the hashtag #ICSFGiveThanks and merge the best videos for a larger, culminating video that will be used in CSF marketing materials and will be available to all schools who participated. Each video submission will count as one entry. The school that submits the most videos by November 15th will receive \$500 for their school!

Some Helpful Tips:

- Find a quiet space to film (background noise can make it difficult to hear)
- Make sure to have students speak loudly and clearly
- Make sure students make eye contact (we will not be able to include videos of students reading off a paper)

Check out last year's video:

<https://www.youtube.com/watch?v=91mBYtrMujE>

Questions? E-mail Samantha Abate at sabate@csfboston.org

We can't wait to see your submissions!