



## Digital and Social Media Resources September 2018

[NationalService.gov/911Day](http://NationalService.gov/911Day)

In the days, weeks, and months following the tragedy of September 11, 2001, Americans joined together to lift each other up, help our neighbors heal, and make our country stronger. Because of that outpouring of generosity and the leadership of the 9/11 families, [September 11<sup>th</sup> National Day of Service and Remembrance](#) has become an American tradition. Each year we pay tribute to those we lost by recapturing our patriotic duty to serve others through volunteering and service.

As you join and organize September 11<sup>th</sup> Day of Service projects in your community, tap into these [online resources](#) to highlight the importance of this day and set an example for others.

Remember, even a small act of service is a giant act of patriotism.

### I. Digital Resources

Find a Volunteer Opportunity: [Click here](#) to sign up for a service project near you.

Register Your Project: [Click here](#) to recruit volunteers for your event.

Key Messages for 2018: Why do we pay tribute to this tragedy through volunteer service? When did September 11<sup>th</sup> Day of Service and Remembrance begin? [Learn the history and significance behind this National Day of Service.](#)

Lesson Plans: It may initially seem daunting to teach your children and students about September 11<sup>th</sup>. Try one of [these lesson plans](#) focused on topics like empathy, service learning, and heroes like first responders and veterans. To access these lesson plans, you will have to sign up on the 9/11Day.org website.

Share Videos: Raise awareness about September 11<sup>th</sup> as a National Day of Service by sharing these uplifting videos from [911Day.org](http://911Day.org):

- [Children Born on 9/11 Urge America to Unify](#)

## II. Social Media Tools and Templates

Encourage others to serve through social media: Share information on **your website and social media channels** about your September 11<sup>th</sup> Day of Service plans and inspire others to join existing service projects or organize their own.

Hashtag #911Day: Tag all of your posts with **#911Day** to include your volunteer service project in the national conversation.

An act of service is an act of patriotism: Attach our **social media graphics** to your posts to display how your service project is part of a nationwide day of volunteerism and patriotism.

[Download here.](#)



Sample messages for Twitter, Facebook, and Instagram:

*[Before 9/11/18]*

- An act of service is an act of patriotism. On 9/11, volunteer for others to honor those we lost: <http://bit.ly/911DayService> #911Day #PatriotsDay
- Pay tribute to those we lost on 9/11 by coming together for an act of volunteer service: <http://bit.ly/911DayService> #911Day #PatriotsDay
- On Sept 11th, show your patriotism through volunteer service. Join together for #911Day of Service opportunities: <http://bit.ly/911DayService>
- Looking to pay tribute this Sept 11th? Find a #911Day of Service volunteer opportunity near you: <http://bit.ly/911DayService>. Or create your own project using these resources.
- On #911Day of Service, I am joining w/ [@ORGANIZATION\_NAME] to pay tribute thru an act of volunteerism. So can you: <http://bit.ly/911DayService>

[On 9/11/18]

- Today, I'm volunteering with [@ORGANIZATION\_NAME] to pay tribute to those we lost on 9/11 through an act of service and patriotism. #911Day #PatriotsDay
- We're spending #911Day of Service and Remembrance alongside [@ORGANIZATION\_NAME], paying tribute through volunteerism.

Share volunteer photos and uplifting stories of service:

- **Upload your photos** on Flickr to the [public September 11<sup>th</sup> Day of Service group](#). Be sure to **include a caption** that explains your service project!
- Tag your photos with #911Day and post them to Instagram and Facebook.
- Why have you chosen to volunteer on September 11th? **Email us your story** of service, patriotism, and remembrance at [Engagement@cns.gov](mailto:Engagement@cns.gov).

Follow us: We will share additional content before, during, and after events on Sept. 11, 2018.

- [Facebook](#) - @NationalService
- [Twitter](#) - @NationalService
- [Instagram](#) - @NationalService
- [Tumblr](#) - NationalService.tumblr.com
- Snapchat - NationalService

**Questions?** Ask us at [DigitalMedia@cns.gov](mailto:DigitalMedia@cns.gov)