MLK Day 2019 Social Media Toolkit

Date: January 21, 2019
URL: MLKDay.gov
Lead Accounts: Twitter | Facebook
Hashtag: #MLKDay

Background
In 1994, Congress designated the Martin Luther King, Jr. Federal Holiday as a national day of service and charged the Corporation for National and Community Service with leading this effort. On the MLKDay.gov website, visitors can find service projects for MLK Day, or year-round volunteer opportunities in their own communities. If you haven’t yet done so, please visit MLKDay.gov to learn more and register your volunteer opportunity.

Social Media
Social media messaging is a vital tool for amplifying MLK Day of service nationwide. Several platforms, including Twitter, Facebook, and Instagram will be used to tell the MLK Day of Service story. Below are customizable social media messages for you to use on your accounts. Click here for graphics to accompany your posts.

Sample Tweets

- #DYK #MLKDay is a day of service? Join millions of Americans in making it a Day ON, Not a Day Off! Visit MLKDay.gov to learn more.
- Service is a great way to create solutions to social problems. That’s why I’m volunteering this #MLKDay. Visit MLKDay.gov to learn how you can give back!
- On #MLKDay, I’m volunteering with _____________ to help improve _____________. Visit MLKDay.gov to learn how you can help others.
- Dr. King said, “Life’s most persistent and urgent question is, ‘What are you doing for others?’” Start helping others by serving on #MLKDay. MLKDay.gov

Sample Facebook Posts

- This #MLKDay, I’m _____________ to help strengthen my community. How do you plan to help others? Visit MLKDay.gov to find volunteer opportunities or register your own project!
- Service breaks down barriers by bringing people from different circumstances together. Visit MLKDay.gov and commit to serving others this #MLKDay.
- Volunteering unites Americans of all ages and backgrounds, and builds stronger communities. This #MLKDay, join others in giving back through service. Visit MLKDay.gov to learn how.
- In the words of Dr. King, “Everybody can be great because everybody can serve.” Visit MLKDay.gov to find local service opportunities for #MLKDay and beyond!

Photo Guidance
Do you plan on taking pictures of service on MLK Day? If so, send them our way so we can amplify them on Flickr, Instagram, Twitter, and Facebook! E-mail your photos to iokparanta@cns.gov with a caption including location, project name, and any other details you think are important.