

Social Media Toolkit

Corporation for
**NATIONAL &
COMMUNITY
SERVICE** 

MLK DAY OF SERVICE

The 2020 Martin Luther King, Jr. Federal Holiday marks its 25th year as a national day of service!

As you join or organize volunteer projects in your community on and around January 20, use the following resources to highlight the importance of this day.

TAKE ACTION

Find a Volunteer Opportunity: Check out <https://www.nationalservice.gov/serve/search>.

Register Your Project: Visit <https://www.allfor-good.org/> to recruit volunteers for your event.

SPREAD THE WORD

Encourage Others to Serve: Share information on your website and social media channels about your MLK Day of Service plans, and inspire others to join existing service projects or organize their own.

Include Your Project in the National Conversation: Use the #MLKDay and #DayON25 hashtags.

Share Our Graphics: Show that your service project is part of a nationwide day of volunteerism.



FOLLOW US ON SOCIAL MEDIA



#MLKDay
#DayON25



@MLKDay



@MLKDay



@AmeriCorps

SAMPLE MESSAGES

2020 is the 25th anniversary of the MLK Day of Service observance! Join millions of Americans to make #MLKDay a #DayON, not a Day Off! Learn more at MLKDay.gov. #DayON25

Service is a great way to create solutions to social problems. That's why I'm volunteering on #MLKDay of Service. Visit MLKDay.gov to learn how you can give back! #DayON25

Dr. King said, "Life's most persistent and urgent question is, 'What are you doing for others?'" Start helping others by serving on #MLKDay of Service. MLKDay.gov #DayON25

Volunteering unites Americans of all ages and backgrounds to build stronger communities. This #MLKDay of Service, join others in giving back through service. Visit MLKDay.gov to learn how. #DayON25

In the words of Dr. King, "Everybody can be great because everybody can serve." Visit MLKDay.gov to find local service opportunities for #MLKDay of Service and beyond! #DayON25

CONTACT US

E-mail SocialMedia@cns.gov with questions and photos. Be sure to include project names and locations with any photos you send.