

#CUTTHEDIS SOCIAL MEDIA GUIDE / SAMPLE MESSAGES

Overview

- Help promote Easterseals Crossroads' #CutTheDis campaign by creating personal video messages using the phrase "Cut The Dis from Disability" and sharing the videos across Twitter, Facebook and Instagram with the hashtag #CutTheDis

Challenge Details

- What? Generate awareness in Easterseals #CutTheDis campaign
- When? NOW!
- Where? Your personal social media channels (Twitter, Facebook and Instagram)

Campaign Hashtag

- #CutTheDis

Easterseals Crossroads Social Media

- [Twitter](#)
- [Facebook](#)
- [Instagram](#)

What To Do

- [View sample video](#)
- [Download "Cut The Dis" paper to use as a prop](#)
- Create brief videos (10-20 seconds) for social media
- Say the phrase "Cut The Dis from Disability" in your video
- Post videos on social media – Facebook, Twitter and Instagram
- When posting your videos, include the messages (listed below) with your video
- Get creative! Make the video personal by giving your own take on "Cut The Dis"

Sample Messages

Twitter

- We can all take on disability together! Help @ESCrossroads #CutTheDis from DISABILITY!
- #CutTheDis from DISABILITY. I'm donating to @ESCrossroads and I challenge [@TAG FRIEND] to do the same!
- Let's take on #DisabilityTogether and #CutTheDis from DISABILITY. I'm donating to @ESCrossroads. I want [@TAG FRIEND] to donate as well.
- #CutTheDis from DISABILITY. I challenge [@TAG FRIEND] to donate to @ESCrossroads.

Facebook

- We can all take on disability together! Help [@Easter Seals Crossroads]
- #CutTheDis from DISABILITY!
- [@Easter Seals Crossroads] has been helping individuals with disabilities and special needs live better lives for over 75 years. Together, we can take on disability and #CutTheDis from DISABILITY! I'm donating to Easter Seals Crossroads and I challenge [@TAG FRIEND] to do the same!
- Together we can take on disability! [@Easterseals Crossroads] has been helping individuals with disabilities and special needs live better lives for over 75 years. I'm donating to Easter Seals Crossroads and I challenge [@TAG FRIEND] to #CutTheDis from DISABILITY! [VIDEO/IMAGE]

Instagram

- We can take on disability together! Help @ESCrossroads #CutTheDis from DISABILITY!
- @ESCrossroads has been helping individuals with disabilities and special needs live better lives for over 75 years. Together, we can take on disability and #CutTheDis from DISABILITY! I'm donating to Easter Seals Crossroads and I challenge [@TAG FRIEND] to do the same!
- Together we can take on disability! @ESCrossroads has been helping individuals with disabilities and special needs live better lives for over 75 years. I'm donating to Easter Seals Crossroads and I challenge [@TAG FRIEND] to #CutTheDis from DISABILITY!

Social Media Questions? Contact

[Tessa Barnard, Easterseals Crossroads](#) or [Jordan Overton, Bohlsen Group](#)