



# TCU SOCIAL MEDIA AMBASSADOR TOOLKIT

**Edition 1 : 2024**

**LEAD ON.™**



# TCU SOCIAL MEDIA AMBASSADOR TOOLKIT

In this toolkit, you'll find more information on:

1. What a TCU Social Media Ambassador is
2. How to be a great TCU Social Media Ambassador
3. Current campaigns to be aware of across campus
4. Inspiring stories about Horned Frogs you can share
5. Sample social media posts for you to utilize

## WHAT IS A TCU SOCIAL MEDIA AMBASSADOR?



TCU Social Media Ambassadors share TCU and University Advancement messaging all year long! Ambassadors help connect Horned Frog alumni, family and friends by using their social media channels to reach Horned Frogs worldwide.

# HOW TO BE A GREAT TCU SOCIAL MEDIA AMBASSADOR



## CHECKLIST



### Follow, Like and Share



Follow, like and share TCU University Advancement's social media accounts.

- Instagram — @TCUThanksYou, @TCUFrogClub, @TCUAlumni
- Twitter/X — @TCU\_Giving, @TCUFrogClub, @TCUAlumni
- Facebook/Meta — @TCULoyaltyGiving, @TCUFrogClub, @TCUAlumni



### Get Content Creative



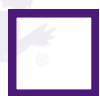
Use the sample posts and content provided in this toolkit to create meaningful messaging that will inspire others to support TCU.



### Share Your TCU Story



Take time to reflect on your TCU story and share what has inspired you to want to stay connected as a Horned Frog.



### Who's Asking for Support?



Check out [frogfunding.tcu.edu](https://frogfunding.tcu.edu) to see which areas on campus need financial support.



### Advocate, Advocate, Advocate



After visiting [frogfunding.tcu.edu](https://frogfunding.tcu.edu), find the campaign that you feel most inspired to support and sign up to become an advocate or ambassador. There, you'll be able to create personalized tracking links that will show how many clicks and dollars you are able to generate through sharing.



# INITIATIVES & CAMPAIGNS

## New This Year: Loyal Purple



TCU's Loyal Purple program celebrates thousands of alumni and friends who make a gift of any amount, anywhere within the university, each fiscal year. To learn more about how you can become part of Loyal Purple [click here.](#)

## ADVOCATE, ADVOCATE, ADVOCATE

### Frog Club Sport-Specific Campaigns



Support TCU Athletics by giving to your favorite TCU sports programs and scholarships! Your gifts provide different areas with equipment, travel and recruiting funds, and other resources.

[\(Learn More.\)](#)

### You + 2 for TCU



Triple your impact today by participating in the You + 2 for TCU Campaign. Sign up as an advocate, make a gift using your personalized link and encourage at least two others to contribute. [\(Learn More.\)](#)

## Create a Personal Plea Video

Rachel Smith's Personal Plea



Personal Plea videos are short user-generated videos that allow you to tell the story of why you're supporting a campaign — and why your peers should support it, too. Below are a few quick and easy steps to help you create yours!

**Step 1:** Visit [frogfunding.tcu.edu](http://frogfunding.tcu.edu)

**Step 2:** Select a campaign that you are most interested in.

**Step 3:** Sign up to become an advocate (if you haven't already).

**Step 4:** Scroll down to the Advocates section of the campaign and select "Create Your Personal Plea."



# LAST YEAR'S HIGHLIGHTS



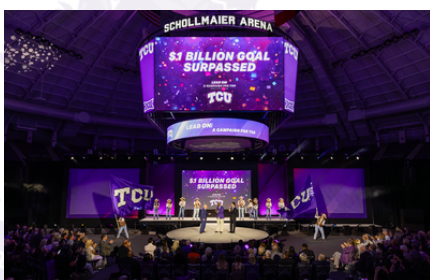
The Zoota Family established a fund for TCU's Harris College of Nursing & Health Sciences that supports Endeavor Parkinsonology to bring Parkinson's disease thought leaders and researchers to the TCU community. [\(Read More.\)](#)

Ashley and Greg Arnold of Dallas, Texas, made a major gift to establish The Ashley and Greg Arnold Endowment to provide perpetual support for annual operations of the Anne Burnett Marion School of Medicine here at TCU. [\(Read More.\)](#)



The Schieffer Media Insights Lab opened in fall 2023, aiming to promote ethical, responsible and creative use of communication data and technology. The lab equips students with the digital competency necessary for success, leverages insights from social media to answer communication research questions and provides digital communication services to the North Texas community. [\(Read More.\)](#)

The Burnett School of Medicine's first graduating class all matched into residency programs last year. [\(Read More.\)](#)



On Oct. 24, 2019, TCU announced the historic campaign goal to the community, and a mere four years later – through a global pandemic and unpredicted challenges – TCU surpassed its \$1 billion goal, serendipitously in its Sesquicentennial year. [\(Read More.\)](#)

# CELEBRATING 150 YEARS OF TCU



## 150 Years of Leadership

(Select a name below to hear a Horned Frog's story.)

**Mary Ruth Jones**

**Dee J. Kelly, Jr.**

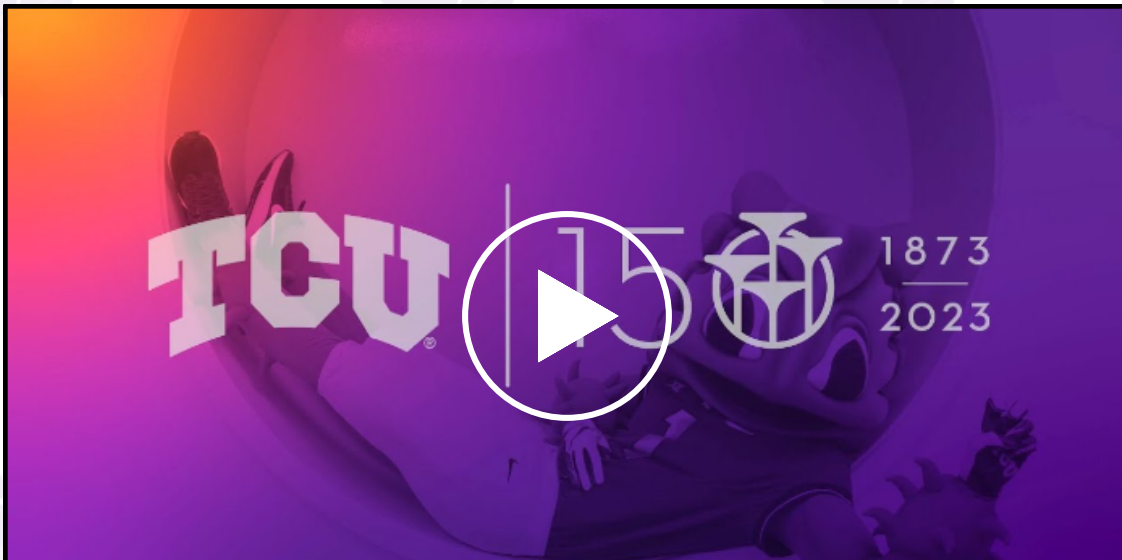
**Coach Sonny Dykes**

**Ron Parker**

**President Daniel Pullin**

**Luther King, Jr.**

## **150th YEAR RECAP**



Watch and share the video above to see all the great things that we were able to accomplish last year as we celebrated TCU's 150th. From making it to the College Football Playoff to reaching our \$1 billion campaign goal, 2023 was most definitely one to remember.



# SAMPLE SOCIAL MEDIA POSTS



**John Doe**

There's never been a better time to support TCU than 2024. Join me in getting things kicked off this year by making a gift to any area on campus that means the most to you.  
#TCUThanksYou



**Jane Doe**

Join me in harnessing the power of the Horned Frog community by making a gift in support of your favorite sports team at TCU. **Visit [frogfunding.tcu.edu](https://frogfunding.tcu.edu)** and click on the TCU Athletics campaign. #GoFrogs #InvestInTheFort



**John Doe**

Happy Valentine's Day, Horned Frogs! ❤️ My love for TCU started when...  
#TCUValentinesDay



Include a favorite photo of you and your TCU friends and family.

# SAMPLE SOCIAL MEDIA POSTS



**John Doe**



Woo-hoo — I am officially #LoyalPurple! TCU's newest initiative, Loyal Purple, celebrates those who give annually in any amount to any area on campus. #BleedPurple #LiveLoyal



**John Doe**



So excited! I just ordered my TCU Legacy Brick to be installed at the Carter. #TCULegacyBricks



**Jane Doe**



Great news! The Anne Burnett Marion School of Medicine at TCU received a major gift from Ashley and Greg Arnold to establish The Ashley and Greg Arnold Endowment. The Arnolds are making a profound difference in the life of the university and the future of medicine, and TCU is proud to name the university's newest building "Arnold Hall" in recognition of their generosity. #BurnettSchoolOfMedicine #LeadOn #ArnoldHall

**[CLICK HERE TO VISIT OUR SOCIAL MEDIA WEBPAGE!](#)**

**[CLICK HERE TO ACCESS PHOTOS THAT YOU CAN SHARE ACROSS YOUR SOCIAL MEDIA CHANNELS!](#)**



Still have questions?  
Contact Chuck Harris, Assistant Director of Digital Philanthropy,  
at [c.w.harris@tcu.edu](mailto:c.w.harris@tcu.edu).



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