

buzzards
BAY
COALITION

SWIM
JUNE 28, 2025

**SOCIAL MEDIA
TOOLKIT**



FACEBOOK POST GRAPHIC OPTIONS



Facebook - Option 1



Facebook - Option 2

INSTAGRAM POST GRAPHIC OPTIONS



Instagram - Option 1



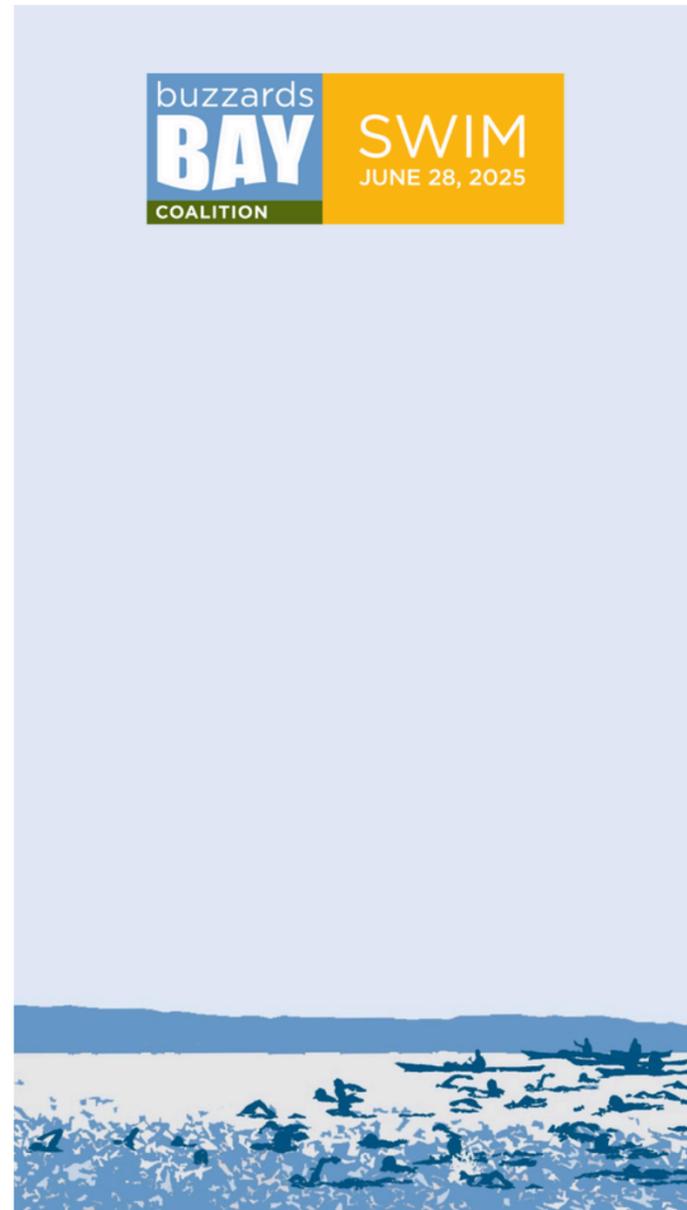
Instagram - Option 2

INSTAGRAM STORY TEMPLATE OPTIONS

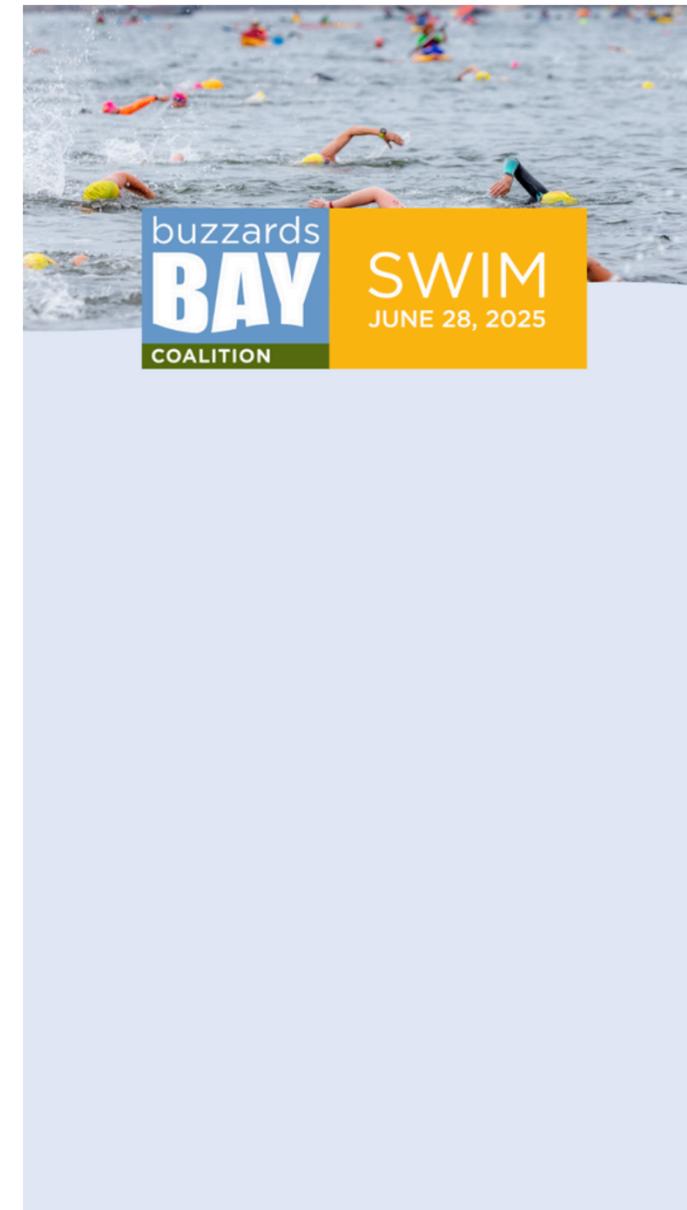
These templates are intentionally left blank so you can fill them in with your messaging of choice.

Ideas Include:

- Letting people know you signed up for the Swim.
- Writing a message asking for donations and including a link.
- Encouraging your friends to sign up or ask you about the Swim.
- Adding countdowns until the Swim.



Story - Option 1



Story - Option 2

SOCIAL MEDIA CAPTIONS

TEMPLATE #1

I'm joining the Buzzards Bay Swim for the [insert how many years here] time this year to [insert reason here - *see ideas below].

While swimming, I'll also be raising funds to support the Buzzards Bay Coalition's vital conservation, research, advocacy, and education efforts.

The Buzzards Bay Coalition is a nonprofit dedicated to restoring, protecting, and ensuring the sustainable enjoyment of the Bay.

If you'd like to contribute, I'd be so grateful for your support. Every dollar helps to reach my fundraising goal of [insert goal here] and makes a real impact for future generations!!

*Reasons may include: support clean water in the community, crush a personal record, prove to myself that I can do it, or any other personal reasons.

SOCIAL MEDIA CAPTIONS

TEMPLATE #2

I'm proud to be joining the Buzzards Bay Swim this year and encourage you to swim it with me! Not only is it a worthwhile cause, but the day itself is an epic community celebration.

All fundraising proceeds go toward supporting the Buzzards Bay Coalition's vital conservation, research, advocacy, and education efforts. The Buzzards Bay Coalition is a nonprofit dedicated to restoring, protecting, and ensuring the sustainable enjoyment of the Bay.

There are several ways to get involved - volunteering, swimming or donating. They are all equally important. Reach out to me if you want to learn more!

Note: While you are welcome to copy these captions verbatim, you can also decide to put it into your own words and tell your own story. The next slides cover some additional caption ideas and post inspirations.

ADDITIONAL POST IDEAS & TIPS

SHARE YOUR CONNECTION TO THE COALITION

Are you a volunteer? Do you participate in any Coalition programming (Bay Adventures, Onset Bay Center activities, Baywatchers, etc.)?

SHARE YOUR FAVORITE PART OF BUZZARDS BAY

Share why you feel so connected to it. What are your favorite memories on the Bay? Do you have photos to share from those moments?

THANK YOU POSTS

Tagging donors in your posts will make them feel appreciated, while also expanding your audience to new potential donors.

DAY OF & POST-EVENT POSTS

Schedule a post on the day of the Swim, and a post-event thank you post. Your donors have invested in your event, and thanking them after you've finished will encourage them to donate again next year.

SOCIAL MEDIA POST EXAMPLES

 **Margaret Connolly**
June 17, 2024 · 🌐

In less than one week, I will be swimming 1.2 miles across outer New Bedford Harbor for the [Buzzards Bay Coalition](#)

I would love to have your support! Please consider donating to this fantastic organization that helps to promote a clean and healthy bay, outdoor exploration, and long-term water monitoring.

If you donate \$25 or more, I'll send you a photo of Ollie in goggles or big Roger in a bathing suit...your choice.

 **Christopher Gazelle Arsenault**
May 7, 2024 · 🌐

Since February, I've been working my tail off, training 6 days out of the week for June 22nd. I'll be swimming 1.2 miles in open water to raise awareness to help protect our local eco and water system. My only ask: I'm trying to raise as much money possible. Any dollar amount goes a long way... and I would forever be grateful. Donate here 🙌

<https://secure2.convio.net/bbay/site/Donation2...22> [Buzzards Bay Coalition](#)

[#buzzardsbayswim](#)

WHY THESE POSTS ARE SO AWESOME

- Playful incentives can motivate your peers to support you.
- Sharing behind the scenes stories, photos or videos makes your audience feel connected to your journey.

SHARING YOUR LINKS

ON FACEBOOK

Copying and pasting your link directly into a Facebook post will allow your audience to click right through.

ON INSTAGRAM

Share the link through your Instagram stories with the “LINK” feature in the upper right hand corner of your story editor.

Add your link to you Instagram bio by selecting “edit profile” on your profile page, selecting “links” and selecting “add external link”

HOW TO FIND & SHARE YOUR LINK

1. Visit savebuzzardsbay.org/swim
2. Enter your login info in the top right of the page and click “LOGIN”
3. Click “PARTICIPANT CENTER” in the top right
4. Scroll down the page until you see “Personal Page”
5. Right click your personal page URL, it will be blue and underlined
6. Select “Copy Link Address”
7. Now paste it wherever you wish!

Note: You can make a personalized url. Just click “URL SETTINGS” and follow the directions.



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ANY QUESTIONS?
REACH OUT TO US!

events@savebuzzardsbay.org