



Jimmy Carter's 98th Birthday Campaign: Social Media Toolkit

OVERVIEW

On Saturday, October 1st, President Jimmy Carter will celebrate his 98th Birthday!

All Carter Center partners, supporters and friends are strongly encouraged to share and amplify President Carter's birthday content leading up to and on the day of the event across their social media platforms with the help of this toolkit. We also ask that you leave messages for President Carter on his [birthday wishes wall](#).

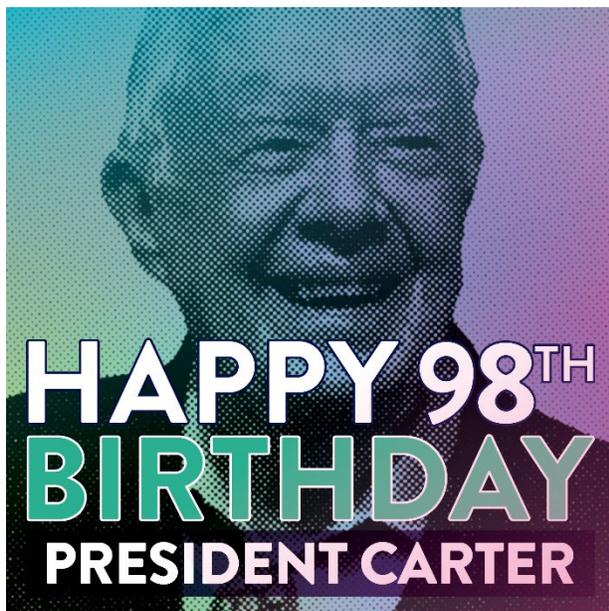
Materials and sample posts are provided below to help guide your social activity, but please personalize and share your own stories, photos and experiences as desired. We thank you for participating in President Carter's birthday celebration.

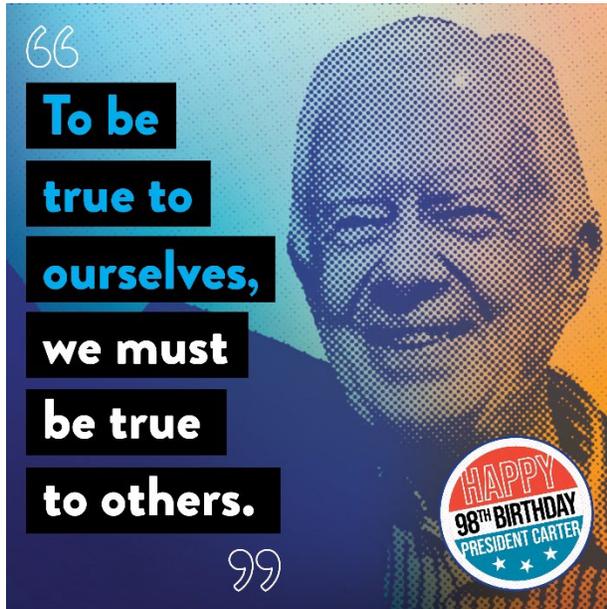
More info can be found on The Carter Center [website](#).

Please direct any questions to Rennie Sloan at rennie.sloan@cartercenter.org.

SOCIAL MEDIA ASSETS

Below is a selection of graphics to save and use on your social channels. On desktop, right-click "save image as," or on mobile, press & hold until a prompt pops up and save the image to your camera roll. More assets (including video) can be found [HERE](#).





SOCIAL CHANNELS, HASHTAGS AND TAGGING

Channels

We invite you to connect with The Carter Center on our social media channels (clickable icons below):



Tagging

TAG The Carter Center in your posts. This way, we'll see and engage and potentially share.

- Twitter: @CarterCenter
- Facebook: @cartercenter
- Instagram: @thecartercenter
- LinkedIn: @the-carter-center

Hashtags

Add a **HASHTAG(S)** of your choice to your posts: #JimmyCarterBirthday, #98thBirthday

SUGGESTED SOCIAL MEDIA POSTS

Copy and paste the suggested social posts below or develop your own customized posts to share across your channels.

Facebook Sample Posts: Pre-Birthday

- President Jimmy Carter's #98thBirthday is coming up on October 1! We thank him for all he has done to make the world a better place. Join us in celebrating President Carter by sharing messages with the hashtag #JimmyCarterBirthday leading up to his big day. @cartercenter
- As we approach President Carter's #98thbirthday on October 1, please join us in celebrating by sharing a personal message on his birthday wishes wall here: <https://bit.ly/3UA2Ax9> @cartercenter #JimmyCarterBirthday

LinkedIn Sample Posts: Pre-Birthday

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Twitter Sample Posts: Pre-Birthday

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Facebook Sample Posts: Birthday

- Today is Jimmy Carter's #98thBirthday! 🎂 The 39th President of the United States, Jimmy Carter continues to devote his life to supporting human rights and public health. Help celebrate President Carter by sending him a birthday wish using the hashtag #JimmyCarterBirthday. @cartercenter
- Happy #98thBirthday, President Jimmy Carter! Awarded the Nobel Peace Prize for his humanitarian efforts, he has had, by many accounts, the most extraordinary post-presidential career in American history. Please help celebrate his birthday by sharing a personal message on his birthday wishes wall here: <https://bit.ly/3UA2Ax9> @cartercenter #JimmyCarterBirthday

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- Happy #98thBirthday, President Jimmy Carter! Awarded the #NobelPeacePrize for humanitarian efforts, he's had, by many accounts, the most extraordinary post-presidential career in U.S. history. Share a note for his bday: <https://bit.ly/3UA2Ax9> #JimmyCarterBirthday @CarterCenter