

VIRTUAL
*D*IAMOND *B*ALL

An Auction Benefiting



Nicklaus Children's Hospital

Social Media Toolkit

Sponsored By

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General Tips

We appreciate your support of Nicklaus Children's Virtual Diamond Ball on Thursday, December 3!

Step 1:

Register for the online event at

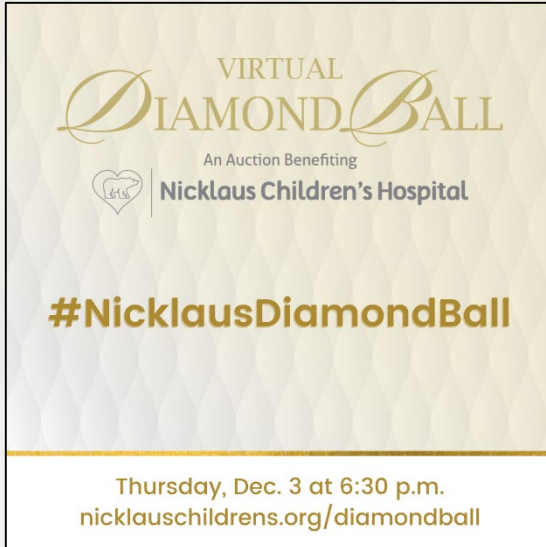
www.nicklauschildrens.org/diamondball

Step 2:

Share with friends on social media (sample content on next page)

Be sure to:

- Share the link to register and watch www.nicklauschildrens.org/diamondball
- Use the hashtag **#NicklausDiamondBall**
- Tag us on Facebook, Instagram, Twitter and LinkedIn!
 - @Nicklaus Children's Hospital / @nicklaus4kids
 - @Nicklaus Children's Hospital Foundation / @give2nicklaus4kids on IG / @NicklausCHF on Twitter)



- Pre-event silent auction is open now through start of the show on Dec. 3
- Event benefits Nicklaus Children's COVID-19 Relief Fund
- No cost to register for event
- Live auction also features patient stories, a healthcare heroes tribute and a prize drawing just for watching.

Sample Social Media Posts

Post #1

Join me for the event of the season while supporting children this Thursday, Dec. 3! Bid on one-of-a-kind experiences at the Virtual Diamond Ball, An Auction Benefiting Nicklaus Children's Hospital, presented by City National Bank. Register now and join me at 6:30 p.m. for the pre-show!

www.nicklauschildrens.org/diamondball

#NicklausDiamondBall

Post #2

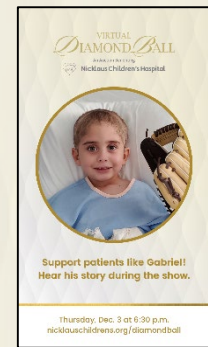
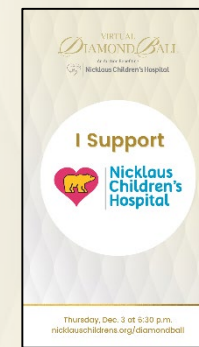
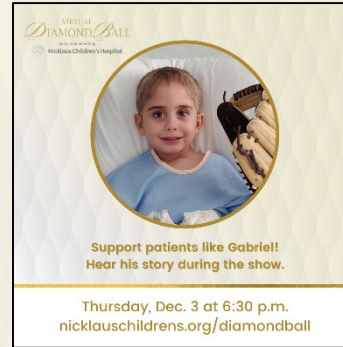
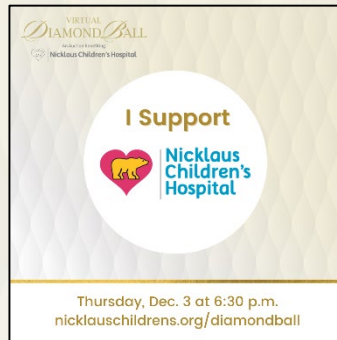
You can help children right here in our community by tuning in Thursday night, Dec. 3, to the 2020 Virtual Diamond Ball, An Auction Benefiting Nicklaus Children's Hospital, presented by City National Bank! Proceeds support the Nicklaus Children's COVID-19 Relief Fund and there's no cost to register. "See" you there!

www.nicklauschildrens.org/diamondball

#NicklausDiamondBall

Images to Post

(Click on image to open. From a computer, right-click to save. From a phone, press and hold to add to photos.)



Instagram stories

Video Links to Post

Introducing Virtual Diamond Ball auctioneers Jason Alpert and Geoff Cowan! #NicklausDiamondBall

<https://www.youtube.com/watch?v=QLCfK1hOZtk>



Join Nicklaus Children's patient Gabriel and family who will share their story during the show! #NicklausDiamondBall

<https://www.youtube.com/watch?v=eTt2rTNItA4>





THANK YOU for supporting Nicklaus Children's Hospital!
**Together, we can do more to provide amazing patient care in
South Florida and beyond. We know the needs of children don't
stop during a pandemic – so neither do we.**

#NicklausDiamondBall