



Social Media Kit

Something's Gotta Give is a constructive exposé of the true barriers we face in overcoming eating disorders, of really getting to the other side of this disease. It's a call for meaningful change, for urgent action. On everyone's part.

The question we are asking is this:

*If we're really going to get to the other side of eating disorders,
something's gotta give ... What IS it?*

You've expressed an interest in promoting and generating interest for the campaign through social media – and we can't thank you enough for your help! Here are some suggestions to get you started:

GET FAMILIAR WITH THE SGG CAMPAIGN LINKS

SGG WEBSITE:		sggcampaign.org
TWITTER:		@Looking_GlassBC
FACEBOOK:		facebook.com/lookingglassbc
INSTAGRAM:		@lookingglassbc

ADD OUR #SGG ICON TO YOUR SOCIAL MEDIA

You can show your support *Something's Gotta Give* by adding our #SGG Icon to your Twitter and Facebook accounts. Just go to <http://twibbon.com/support/somethings-gotta-give> and follow the simple instructions in our attached Twibbon Instructions PDF.

SUBMIT YOUR ANSWERS TO THE CAMPAIGN QUESTION

Inspire others (and us) with your own submissions to the campaign question. To learn more about making submissions, go to sggcampaig.org/submissions/

POST ABOUT THE CAMPAIGN ON SOCIAL MEDIA

Help engage others in the campaign conversation by posting, re-tweeting, liking, and sharing SGG content on all of your social media. Be sure to include the #SGG hashtag and appropriate Looking Glass link on all your social media posts.

To help us spread the word we have put together some suggested content for you to share below. These are just suggestions; use your own creativity to personalize your messages.



- If we're really going to get to the other side of eating disorders, something's gotta give... What IS it? #SGG
- We want to hear from you, what's gotta give in order to get to the other side of eating disorders? Details @ sggcampaign.org #SGG
- Eating disorders have the highest mortality rate of mental illnesses...What's gotta give? Visit sggcampaign.org for details #SGG
- Have you heard of the Something's Gotta Give campaign? Check out sggcampaign.org #SGG
- Something's Gotta Give campaign is all about getting to the other side of eating disorders? What do you think's gotta give? #SGG
- Got something to say about getting to the other side of eating disorders? Check out sggcampaign.org to submit your answer #SGG



- If we're really going to get to the other side of eating disorders, something's gotta give ... What IS it? Check out sggcampaign.org to learn how to share your answers to this question. Whether you have a personal experience, have known someone who has suffered or just have something to say, we want to hear it! Submissions accepted till June 15th, 2016

Note: In order to tag us in your post, you will have to type out Looking Glass Foundation and select our company page from the dropdown menu that appears. You cannot just copy and paste it.



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