



DAY OF ACTION

A CALL TO SUPPORT YOUR LOCAL ACE AFFILIATE

AUGUST 25

#ACEDAY2020

STUDENTS
MENTORS
SPONSORS
SCHOLARSHIPS
VOLUNTEERS
INTERNSHIPS
STUDENTS
MENTORS
SPONSORS
SCHOLARSHIPS
VOLUNTEERS
INTERNSHIPS

2020

SOCIAL MEDIA TOOLKIT

ABOUT ACE DAY 2020

JOIN US ON AUGUST 25!

We know that this has been an unpredictable year, especially when it comes to program support. ACE National has been looking for a way to assist you with your priorities and, with feedback from several affiliates, ACE Day of Action was born! The first ever ACE Day of Action (#ACEDay2020) will be an on-line show and tell of all the things we love about ACE – with various calls to action, based on your specific needs.

A CALL TO ACTION

Join us on August 25, 2020 for a 24-hour campaign to kick off the new school year by raising awareness, recruiting mentors and students, and actively fundraising for direct support to affiliates – or any other need you may have.

This is not a fundraiser for the ACE national office – We want to work with your affiliate to make this day a great success and fulfill your own most pressing needs this Fall. Whether you are looking to recruit students, sign up some new mentors, or grow your scholarship fund, ACE Day of Action is flexible enough to accomplish your local goals.



#ACEDAY2020

1 SOCIAL OVERVIEW

GENERAL GUIDELINES

Please follow these general guidelines when scheduling and creating social media posts on ACE Day 2020:

- Posts should showcase pride in your company, your involvement with ACE and your commitment to shaping the next generation of the design and construction industry.
- Confirm if any approvals need to be made, prior to publicly sharing photos.
- If using any photos of construction, confirm that all safety protocol is being followed in photos, including wearing the proper personal protective equipment (PPE) such as hard hats, gloves, safety goggles, vests or any other PPE that may be required for the work shown.
- Posts should raise awareness of the ACE Mentor Program among key audiences including industry peers, employees and the communities where we live and work.
- We want to SHARE your posts!
Be sure to use #ACEDAY2020 in your posts and tag us @acementor



@ACEMENTOR
#ACEDAY2020



@ACEMENTOR
#ACEDAY2020



LINKEDIN.COM/COMPANY/ACE-MENTOR/
#ACEDAY2020



CELEBRATE ACE DAY BY POSTING ON YOUR
PERSONAL OR COMPANY ACCOUNTS USING:
#ACEDAY2020



ACE MENTOR PROGRAM OF AMERICA -
OFFICIAL CHANNEL



STAY CONNECTED! FOLLOW OUR BLOG:
ACEMENTORTOOLS.ORG/NEWS/

#ACEDAY2020

② SOCIAL TEMPLATES

TEMPLATES

There are a variety of visual templates to help you create social media posts for the ACE Day of Action available for **download here**.

SOCIAL BANNERS AND PROFILE PICTURES

Use the profile pictures and banners that accompany this toolkit to create awareness and excitement around the ACE Day of Action!



#ACEDAY2020

③ CO-BRANDED SOCIAL POST TEMPLATES

This toolkit includes post templates that you can use in combination with your branded elements like logos and photography. Simply combine your logo and photography with the PNG image and share on social media using #ACEDay2020.

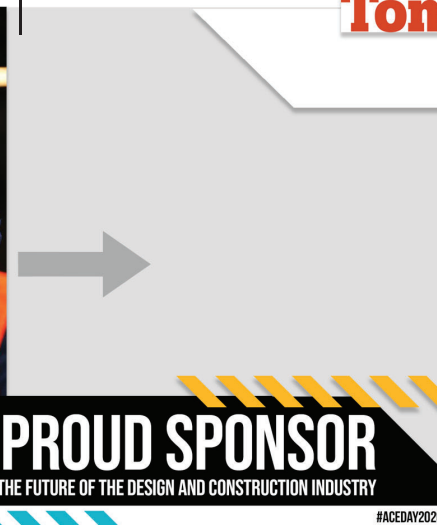
LAYER 1

Place a selected an ACE-related image



LAYER 2

Place the ACE Day-branded PNG image over the top of your image



LAYER 3

Place your company's logo in the top left section, where there is empty white space

**Thornton
Tomasetti**



FINAL IMAGE

Post on social media and tag us @acementor!

**Thornton
Tomasetti**

#ACEDAY2020

④ OTHER SAMPLE IMAGES

The ACE Day of Action is a 24-hour campaign to kick off the new school year by raising awareness, recruiting mentors and students, and actively fundraising for direct support to affiliates – or any other need you may have. Please consider using these sample images in the toolkit!

