

BUSINESS TOOLKIT • SHARE

Business Share Kit

Copy • paste • post



Ready-to-post graphics, a caption bank, a posting plan, a customer email, and website and email-signature graphics. The graphics are separate PNG files you can post right from your phone.

WHAT'S INSIDE

- 1 Posting plan
- 2 Hashtags & tagging
- 3 Caption bank (short, medium, long)
- 4 Captions by business type
- 5 Customer email
- 6 Website & Google posts
- 7 Graphics preview
- 8 Photo tips

WHEN TO POST

Posting plan

Six posts is plenty. Even one is great! Pick the ones that fit your business.

DATE	POST	GRAPHIC TO USE
March 1	Save the date	Share_Story_Save_The_Date or Share_Square_Were_Showing_Up
March 15	3.21 Week kickoff	Share_Square_Why_321
March 18	Tomorrow: socks!	Share_Square_Rock_Your_Socks
Friday, March 19	Rock Your Socks Day	Your team feet photo
Sunday, March 21	World Down Syndrome Day	Your photo or Share_Square_Why_321
Week after	Thank you	Share_Square_Thank_You + your photos

HASHTAGS

- **#Celebrate321** (always)
- **#WorldDownSyndromeDay**
- **#RockYourSocks**
- **#CanalWinchester** [or your town]

TAG US

- Instagram: @handle
- Facebook: @page
- LinkedIn: page
- We'll reshare as many as we can!

BEST TIMES

- Weekdays 11 a.m.–1 p.m.
- Evenings 7–9 p.m.
- Stories any time
- Reply to comments the same day

Photo rule: team feet photos are easy and private. Show faces only with permission, and never post children without a parent's OK. If you feature a person with Down syndrome, make sure they (and their family) have said yes, and let them tell their own story.

EASY STORY IDEAS (INSTAGRAM & FACEBOOK STORIES)

A "guess whose socks" poll

A 5-second video of the window cling going up

Reshare another business's post

A countdown sticker to March 19

COPY & PASTE

Caption bank

Replace anything in [brackets]. Add your own voice: a line about your team or your customers makes it even better.

SHORT (STORIES, X, QUICK POSTS)

No two socks alike, and that's the point! Happy World Down Syndrome Day. #Celebrate321

Different looks good here. We're showing up for 3.21! #Celebrate321

3 copies of chromosome 21 = 3/21! Ask us about our socks. #Celebrate321

LONG (FACEBOOK, LINKEDIN)

Look down at your feet. What do you see? Here at [Business], no two pairs of socks match today, and that's exactly the point.

March 21 is World Down Syndrome Day. People with Down syndrome have three copies of chromosome 21, so 3/21 is a day to celebrate them around the world. We're joining businesses across Canal Winchester to say: **You are valued. You belong here. We celebrate you.**

Want to join us? Wear your brightest socks, snap a photo, and share it with #Celebrate321. Learn more at Celebrate321.org.

MEDIUM (INSTAGRAM, FACEBOOK)

Our team is rocking our brightest socks to celebrate World Down Syndrome Day! People with Down syndrome have three copies of chromosome 21, which is why the world celebrates on 3/21. We're proud to show up for our community. #Celebrate321

[Business] is proud to be one of [number] Canal Winchester businesses celebrating people with Down syndrome this week! Stop by, say hi, and show us your socks. #Celebrate321

Why the crazy socks? Because different looks good here! This week we're celebrating World Down Syndrome Day with Celebrate 3.21. Join us: wear fun socks Friday and post with #Celebrate321.

THANK-YOU POST (AFTER)

Thank you to our amazing team for rocking your socks, and to every customer who joined in! We were proud to celebrate people with Down syndrome with [number] businesses across Canal Winchester. See you next 3.21! #Celebrate321

MAKE IT YOURS

Captions by business type

Start with one of these, then add your own details.

Restaurant / café

Our 3.21 Special is here! [Item] all week to celebrate World Down Syndrome Day. Come hungry, wear fun socks!
#Celebrate321

Salon / spa

Our stylists are rocking their socks for World Down Syndrome Day! Book this week and show us yours.
#Celebrate321

Bank / office

Our team traded dress socks for fun socks today to celebrate World Down Syndrome Day. Everyone belongs here. #Celebrate321

Realtor / apartments

Everyone deserves a community where they belong. Proud to celebrate World Down Syndrome Day!
#Celebrate321

Coffee shop

Meet the Extra Joy: [drink description]. Available all 3.21 Week! Show us your socks. #Celebrate321

Gym / studio

Take the 3-2-1 Challenge: 3 exercises, 21 reps each. Post your video with #Celebrate321!

Home services

Our crews are rocking fun socks on every job today! Building a community where everyone belongs.
#Celebrate321

Large employer

[Number] employees. [Number] pairs of fun socks. One message: everyone belongs. Happy World Down Syndrome Day! #Celebrate321

PLEASE AVOID

- Pity or “inspiration” words (like “suffers” or “despite”)
- Using a person’s photo or story without permission
- Health or medical claims
- Promising a donation amount without the Give Kit wording

MAKE IT BETTER

- Tag your team members (with their OK)
- Tag neighbor businesses that are in
- Add the count: “one of [number] businesses”
- Invite followers to post their socks

BEYOND SOCIAL

Customer email, website & Google

Reach customers who aren't on social media, too.

CUSTOMER EMAIL OR NEWSLETTER

Subject: Why we're wearing crazy socks this week

Hi [First name],

This week, [Business] is celebrating **World Down Syndrome Day** (March 21) with Celebrate 3.21 and businesses across Canal Winchester.

Why 3/21? People with Down syndrome have three copies of chromosome 21. And why socks? Bright, mismatched socks are a fun way to say *different looks good here*.

[Optional: our 3.21 special is ____ / we're giving ____ / stop by and see our window!]

We'd love for you to join us: wear your brightest socks on Friday, March 19, and post a photo with **#Celebrate321**.

Thank you for being part of a community where everyone belongs.

[Name], [Business]

WEBSITE BANNER TEXT

We're showing up for 3.21! Celebrating people with Down syndrome on World Down Syndrome Day. #Celebrate321

Graphic: **Share_Website_Banner.png** (1920x600)

GOOGLE BUSINESS PROFILE POST

"This week we're celebrating World Down Syndrome Day with Celebrate 3.21! Stop by, see our window, and ask us about our socks. #Celebrate321" Add the square graphic and a button to "Learn more" at Celebrate321.org.

EMAIL SIGNATURE

Add **Share_Email_Signature.png** (600x150) under your name for March, linked to Celebrate321.org.

TEXT / SMS LIST

"[Business]: It's 3.21 Week! We're celebrating World Down Syndrome Day. Wear fun socks Fri 3/19 & show us! #Celebrate321"

THE FILES

Graphics preview

These are separate PNG files in the Share Kit folder. Post them as-is, or add your logo in Canva or any photo app.



Share_Square_Were_Showing_Up.png
Square · 1080x1080 · “We’re showing up”



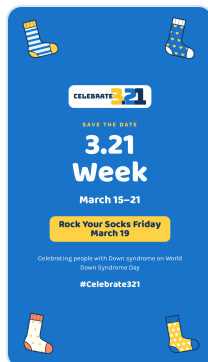
Share_Square_Why_321.png
Square · “Why 3/21?” explainer



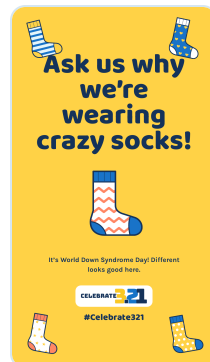
Share_Square_Rock_Your_Socks.png
Square · Rock Your Socks Friday



Share_Square_Thank_You.png
Square · Thank-you / recap



Share_Story_Save_The_Date.png
Story · 1080x1920 · Save the date



Share_Story_Ask_Why.png
Story · “Ask us why”



Share_Website_Banner.png
Website banner · 1920x600



Share_Email_Signature.png
Email signature · 600x150

Want your logo on a graphic? Open the PNG in Canva (or any free design app), add your logo in a corner, and save. Please don't change the Celebrate 3.21 logo or colors.