

## Rosalynn Carter's 95<sup>th</sup> Birthday Campaign: Social Media Toolkit

### Overview

**On Thursday, August 18<sup>th</sup>, Rosalynn Carter will celebrate her 95<sup>th</sup> Birthday!**

All RCI partners, supporters and friends are encouraged to share and amplify Mrs. Carter's birthday content leading up to and on the day of the event across their social media platforms.

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 Mrs. Carter's birthday celebration.

More info can be found on The Rosalynn Carter Institute for Caregivers (RCI) [website](#) and The Carter Center [website](#).

Please direct any questions to Barbara Ann Luttrell, [barbaraann@rosalynncarter.org](mailto:barbaraann@rosalynncarter.org), 470-440-8126.

### Social Channels, Hashtags and Tagging

#### Channels

We invite you to connect with RCI on our social media channels and tag us in your posts:

- Twitter: @[RCICaregiving](#)
- Facebook: @[rcicaregiving](#)
- Instagram: @[rcicaregiving](#)
- LinkedIn: @[rcicaregiving](#)

#### Hashtags

#MrsCarterMakingHistory, #95thBirthday

### 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

- Former First Lady Rosalynn Carter's #95thBirthday is coming up on August 18<sup>th</sup>! We thank her for all she has done for our country. Join us in celebrating and honoring her by sharing messages with the hashtag #MrsCarterMakingHistory leading up to her big day. @rcicaregiving
- Rosalynn Carter has inspired so many worldwide. A trailblazer, she has long advocated for causes such as mental health, immunizations, women's rights, caregivers and more.

Leading up to her #95thBirthday, share one of your favorite moments or achievements from Mrs. Carter's life using the hashtag #MrsCarterMakingHistory. @rcicaregiving

- As we approach Rosalynn Carter's #95thbirthday, we're reflecting on her lifetime of service that has made a difference in the lives of so many. Please join us in celebrating Mrs. Carter's birthday on August 18<sup>th</sup>! #MrsCarterMakingHistory. @rcicaregiving

### **LinkedIn Sample Posts: Pre-Birthday**

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### **Instagram Sample Posts: Pre-Birthday**

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### **Twitter Sample Posts: Pre-Birthday**

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- Mrs. Carter has inspired many worldwide. A trailblazer, she has long advocated for causes like #mentalhealth, immunizations, #womensrights, #caregivers & more. Before her #95thBirthday, share a favorite moment from her life with the hashtag #MrsCarterMakingHistory. @RCICaregiving

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### **Facebook Sample Posts: Birthday (August 18<sup>th</sup>)**

- Today is Rosalynn Carter's #95thBirthday! 🎉 Mrs. Carter's leadership, vision and warmth have positively impacted the nation and the world. Help celebrate Mrs. Carter by sending her a birthday wish using the hashtag #MrsCarterMakingHistory. @rcicaregiving
- Happy #95thBirthday, Rosalynn Carter! From advocating for caregivers and fighting mental health stigma, to advancing women's rights and championing vaccine education and access, the world is better because of you. #MrsCarterMakingHistory. @rcicaregiving
- We thank Rosalynn Carter for all she has done to make the world a better place. We hope her #95thBirthday is a truly special occasion! #MrsCarterMakingHistory. @rcicaregiving
- On Rosalynn Carter's #95thBirthday we celebrate the peace, health, and hope she has brought to the world. Best wishes on this special day! #MrsCarterMakingHistory. @rcicaregiving

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### Inspiration/Fun Facts

Need inspiration for your birthday post? Here are some fun facts you may not know about Rosalynn Carter:

- Over the course of her life, Mrs. Carter has had her own caregiving experiences and has heard from countless people around the world about theirs. That is why she founded the Rosalynn Carter Institute for Caregivers in 1987 and why she continues to be a champion for better individual and infrastructural supports for America's 53 million caregivers.
- As First Lady, Mrs. Carter successfully petitioned the Pentagon to hire more women to serve as White House honor guards and asked to have minority women involved at higher levels in President Carter's re-election staff.

- A fervent supporter of women's rights, Mrs. Carter joined former First Ladies Lady Bird Johnson and Betty Ford at the 1977 National Women's Conference to rally support for the Equal Rights Amendment.
- In 2001 Mrs. Carter was inducted into the National Women's Hall of Fame, only the third First Lady ever inducted.
- Mrs. Carter founded Every Child By Two alongside Betty Bumper in 1991, focused on protecting all people in the nation from vaccine-preventable diseases.
- Mrs. Carter's Secret Service code name is Dancer.
- Mrs. Carter was the first First Lady to [establish an office](#) in the east wing of the White House and have a projects staff.
- The press dubbed Mrs. Carter the "steel magnolia" for her "[sweetness and drive](#)."
- As honorary chair of the Last Acts Campaign to improve end-of-life care, Mrs. Carter was an early advocate for the hospice movement and palliative care.
- Mrs. Carter is a seamstress and used to make her daughter Amy's clothes.
- Rosalynn Carter is an advocate for monarch butterfly conservation and inspired the establishment of the [Rosalynn Carter Butterfly Trail](#), a network of monarch-friendly public and private gardens across the United States and beyond.
- Fly fishing in a remote stream anywhere in the world is one of Mrs. Carter's favorite things to do.
- Mrs. Carter was a key advocate for passage of [legislation](#) during the Carter administration requiring vaccinations for school children.
- Mrs. Carter was [valedictorian](#) of her Plains High School graduating class.
- Rosalynn Carter is the sponsor of the last Seawolf submarine, the [USS Jimmy Carter](#).
- Rosalynn Carter learned how [to hula](#) in Hawaii during President Carter's time in the U.S. Navy.
- Mrs. Carter was the lead envoy on a U.S. delegation to seven Latin American and Caribbean countries in 1977.

## 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](#).





