Commemorating 9/11:
REMEmBER THE SKY SOCIAL MEDIA CHECKLIST

Thank you for joining the 9/11 Memorial & Museum as a Remember the Sky corporate launch partner. Your participation in this digital activation will help educate a new generation about the lessons of 9/11 as — together — we fulfill our collective promise never to forget.

STEP 1: CONFIRM YOUR PARTICIPATION AS SOON AS POSSIBLE

☐ If you haven’t already, please email Anna Ball, aball@911memorial.org, to confirm your participation in Remember the Sky. If you know what time of day on September 11, 2022 you will post to Instagram, please include that information too.

STEP 2: POST TO INSTAGRAM ON 9/11

☐ On 9/11/22, take a picture of the sky.

☐ Add a caption. We recommend including any of the samples below that help explain the activation and then personalizing your post with content relevant to your organization.

SAMPLE #1:
Today marks 21 years since the 9/11 attacks. We at [INSERT ORG NAME] are honored to join @911Memorial in remembrance and share this picture of the sky today to help a new generation of Americans #NeverForget911 #RememberTheSky. Learn more at neverforget.org

SAMPLE #2:
Today marks 21 years since the 9/11 attacks. We’re joining @911Memorial in honoring all those killed that day. Join us: take a picture of the sky, post it using #NeverForget911 #RememberTheSky and tag @911Memorial. Learn more at neverforget.org

SAMPLE #3 — ENCOURAGE DONATIONS TO THE NEVER FORGET FUND:
Today, we join @911Memorial to remember September 11, 2001 with a picture of the sky we all share. Supporting The Never Forget Fund now helps a new generation #NeverForget911 #RememberTheSky. Donate at neverforget.org

☐ Post on Instagram!
**TIPS & BEST PRACTICES**

- After customizing your caption, make sure it still includes the hashtags #NeverForget911 and #RememberTheSky and tag @911Memorial.

- Consider tagging other company accounts and influential connections and encourage them to post on their own Instagram.

- Mention the [NeverForget.org](http://www.neverforget.org) URL where possible, such as:
  - In timeline post copy.
  - As a link sticker in Instagram Stories
  - In your Instagram bio for the day

**HOW TO PARTICIPATE WITHOUT AN INSTAGRAM PROFILE**

If you don’t have Instagram, you can still participate!

- Follow the same steps as those above but for Facebook, Twitter or other social media platforms. The sample posts are short enough to post on Twitter too.

- Use the same #NeverForget911 and #RememberTheSky hashtags wherever possible.

- Please make sure to replace the @911Memorial social handle for the Memorial & Museum to match our name on other platforms:
  - Facebook: @NationalSeptember11Memorial&Museum
  - Twitter: @Sept11Memorial

**QUESTIONS? WANT TO DO MORE?**

If you have any questions or are looking for more ways to support the 9/11 Memorial & Museum, please contact Anna Ball at aball@911memorial.org.