



Rosalynn Carter 95th Birthday Campaign: Social Media Toolkit

OVERVIEW

On Thursday, August 18th, Rosalynn Carter will celebrate her 95th Birthday!

All Carter Center partners, supporters and friends are strongly 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 with the help of this toolkit.

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 Carter Center [website](#) and The Rosalynn Carter Institute for Caregivers (RCI) [website](#).

Please direct any questions to Rennie Sloan at rennie.sloan@cartercenter.org.

SOCIAL CHANNELS, HASHTAGS AND TAGGING

Channels

We invite you to connect with The Carter Center on our social media channels (clickable icons below):



Tagging

TAG The Carter Center in your posts. This way, we'll see and engage and potentially share.

- Twitter: [@CarterCenter](#)
- Facebook: [@cartercenter](#)
- Instagram: [@thecartercenter](#)
- LinkedIn: [@the-carter-center](#)

Hashtags

Add a **HASHTAG(S)** of your choice to your posts: #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! 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. @cartercenter
- 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. @cartercenter
- 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! #MrsCarterMakingHistory. @cartercenter

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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Facebook Sample Posts: Birthday (August 18th)

- 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. @cartercenter
- Happy #95thBirthday, Rosalynn Carter! From fighting the stigma around mental health to advancing women's rights and championing vaccine education and access, the world is better because of you. #MrsCarterMakingHistory. @cartercenter
- 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. @cartercenter
- 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. @cartercenter

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Twitter Sample Posts: Birthday (August 18th)

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INSPIRATION/FUN FACTS

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

- 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](#).



