

Help Us Create a CX Day Social Media Buzz!

(For Companies)

If you're a company celebrating CX Day 2019, we invite you to share your group photos, selfies, and videos on your social channels, and tag us. We can't wait for you to join us in creating a social buzz on Twitter, Instagram, Facebook, and LinkedIn! If you're just in the planning stages of your CX Day 2019 celebration or are already celebrating, we want to see what you have to share!

What You Can Do

- 1) Follow CXPA on [LinkedIn](#), [Twitter](#), [Facebook](#), and [Instagram](#). Like, comment, retweet, and share our CX Day posts.

Tag Us On:

- a. LinkedIn: Customer Experience Professionals Association (CXPA)
 - b. Facebook: @CXPAAssociation
 - c. Twitter: @CXPA_Assoc
 - d. Instagram: cypassociation
- 2) Customize your posts however you wish. Use the #CXDay2019 hashtag with all of your posts on whichever social channel you prefer. That will make it easier for everyone to find, like, and share your posts, too!
 - 3) Create a social media post, [boomerang](#) or short video with our downloadable resource sharing proudly an "We love our customers" sign. Or fill in the phrase "We love our customers because" to share the reasons why your customers are loved.
 - 4) Join our worldwide toast celebration on CX Day. Create a virtual celebratory social media post or video to give a shout out to your customers, company department or team, or a CX advocate in your office. Please include our #CXDayToast2019 and #CXDay2019 hashtags.
 - 5) If you have photos from last year's celebration, feel free to do a "TBT" (throwback Thursday) or "FBF" (Flashback Friday) post to remember last year and look forward to 2019 celebrations. Add the #CXDay2019 hashtag.

Preferred Hashtags

#CelebrateCXDay2019 is the preferred hashtag for your company CX Day 2019 celebration. We encourage you to also include #CXDay2019 on posts to make them easy to find. We invite you to use these two hashtags on your social posts before, during, and after CX Day! Using these two hashtags will help everyone find and amplify posts about CX Day 2019.

Example Facebook, LinkedIn, Tweets

- It's almost that time again! #CXDay2019 is Tuesday, October 1st. Our company (Insert company name) is already making plans to celebrate the day. What are your plans? cxdays.org has ideas, if you need them!
- We can't wait to celebrate #CXDay2019 with our team. We love our customers and CXDay helps us strive towards CX excellence. (Insert photo of group with "we love our customers" photo)
- We at (Insert Company Name) celebrate #CXDay2019 because we understand that an everyday commitment to customer experience excellence is worth celebrating. Join us! cxdays.org #CelebrateCXDay2019 (Include a photo of your team celebration)
- Our team learned more about CX while tuning into the CXPA webinar (Insert title of webinar). Learn more about CX with us and join the #CXDay2019 celebration. cxdays.org #CelebrateCXDay2019 (Include a photo of your team learning)
- We love customers because... "they propose suggestions that help us improve for others." (Include your reason and photo with an "We love customers because" sign)

Company Activities

- Coffee Chats: Use our conversation starters to kickstart your day with colleagues or teammates. Use the conversation guide as a resource to get your team celebration started before the cake and ice cream. Please use our #CXDayCoffeeChat2019 hashtag when posting on social about your coffee chats.
- Local Look Ins: Join our local look ins celebration and post what #CXDay2019 looks like for your office or team. Include a description of how your celebration helps ignite CX excellence in your office. Include #CXDay2019 hashtag.

Please see additional ideas and activities for companies on our website [here](#).

Sample Graphics for Your Use

Feel free to dress up your social posts with a CX Day graphic. Here are some you can download and use. Right click on the image, then “save as,” to your desktop, and post to your social media accounts.

Visit our CX Day resources page to download flyers to use for your company photo at cxday.org.

