Help Us Create a CX Day Social Media Buzz!

(For Individuals)

If you're 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 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 your friends and colleagues, as well!

      Tag Us On:
   a. LinkedIn: Customer Experience Professionals Association (CXPA)
   b. Facebook: @CXPAssociation
   c. Twitter: @CXPA_Assoc
   d. Instagram: cxpassociation

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 "I love our customers" sign. Or fill in the phrase "I love my 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, a CX advocate in your office or share a favorite CX experience. Please include the #CXDayToast2019 and #CXDay2019 hashtags.

5) Create your own posts with the #CXDay2019 hashtag. Check out a 2018 collection and/or a 2017 collection of Twitter posts for a few examples.

6) 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

#CXDay2019 is the preferred hashtag for CX Day 2019. We invite you to use the hashtag on your social posts before, during, and after CX Day! Using the hashtag helps everyone find and amplify posts about CX Day 2019.

Example Tweets

Before:
- I'm attending CXPA (city's) local event for a great networking and professional development opportunity. Find an event near you on the events calendar at cxpa.org, and join the #CXDay2019 fun.
- No CXPA local network near you? No problem. Check out the virtual #CXDay2019 events on cxday.org.

During:
- #CXDay2019 is awesome! I just learned a lot from the webinar/ panel discussion (insert title) and believe in the future of CX. (Include what you thought was most interesting about the webinar). Check it out at cxday.org.
- Check out what my company is doing for our #CXDay2019 celebration. I'm proud to be part of a team striving for CX excellence. (Include a photo of your team celebration)

Example Facebook and LinkedIn Posts

Before:
- Join me for CXPA (city's) local networking event held at (Insert location). It's a #CXDay2019 celebration with great networking and info on the latest trends in CX. See more on the events calendar at cxpa.org.
- I just signed up for CXPA (city's) local CX Day celebration. How will you celebrate #CXDay2019? If you'd like to find an event near you, or an online event, check out the events calendar at cxpa.org.

During:
- I love customers because… "they propose suggestions that help us improve for others." (Include your reason and photo with an "I love customers because" sign)
- I love customers because… "they ask questions I would not have thought of." (Include your reason and photo with an "I love customers because" sign)

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 yourself or your team at cxpa.org.