



Memorial Day

Digital Media Guidance

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Hashtags:

#LoveLivesOn

#GratefulNation

#TAPSFam

About TAPS:

TAPS is the leading national nonprofit providing comfort and care for the families of America's fallen heroes.

TAPS cares for all who are grieving the death of a military loved one, regardless of circumstance or relationship.

Since 1994, TAPS has assisted more than 85,000 surviving family members, casualty officers, chaplains, and caregivers.

TAPS receives no government funding. Services are provided free of charge to survivors through the generosity of donors.

Media Resources:

taps.org/memorialday

Sample Tweets:

On behalf of a #GratefulNation, I promise to never forget the families of the fallen for whom every day is #MemorialDay. #LoveLivesOn @TAPSorg

On behalf of a #GratefulNation, I pledge to honor #MemorialDay by supporting @TAPSorg and the mission to care for the families of America's fallen heroes.

Remembering my hero, BRANCH RANK NAME, this #MemorialDay and always. I'm proud to be HIS/HER/THEIR living legacy and to share the journey with my #TAPSFam. #LoveLivesOn

Sample Facebook Post:

Honoring America's fallen heroes this #MemorialDay. Their lives of service ensured freedom for all across this #GratefulNation. Let's help care for the families they left behind by supporting the Tragedy Assistance Program for Survivors. Visit taps.org to learn more.

Sample Instagram Post:

Honoring America's fallen heroes this #MemorialDay. Their lives of service ensured freedom for all across this #GratefulNation. Let's help care for the families they left behind by supporting @tapsorg. Visit taps.org to learn more. #LoveLivesOn

TRAGEDY ASSISTANCE PROGRAM FOR SURVIVORS
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800-959-TAPS ★ www.taps.org
Social Media Manager: social@taps.org

Caring for the Families of America's Fallen Heroes Since 1994