



TRAGEDY ASSISTANCE PROGRAM FOR SURVIVORS
Honoring All Those Who Have Served and Died
2021 MAY SOCIAL MEDIA TOOLKIT

TAPS Social Media Handles:

Facebook: [Tragedy Assistance Program for Survivors \(TAPS\)](https://www.facebook.com/TAPSorg)

Instagram: [@TAPSorg](https://www.instagram.com/TAPSorg)

Twitter: [@TAPSorg](https://twitter.com/TAPSorg)

LinkedIn: [Tragedy Assistance Program for Survivors \(TAPS\)](https://www.linkedin.com/company/tragedy-assistance-program-for-survivors)

Hashtags:

#HonorThem

#MoreThanMemorialDay

Website:

[TAPS.org](https://www.TAPS.org)

Social Media Graphics: [TAPS.org/memorialday/toolkit](https://www.TAPS.org/memorialday/toolkit)

Sample Posts for Facebook/Instagram/LinkedIn:

Option 1:

During this month of remembrance, we honor **All Those Who Have Served and Died** on behalf of our nation and recognize the sacrifice of the families who grieve their loss each and every day. That is why we are partnering with TAPS – the organization offering care, resources, services, and support to all those grieving the loss of a military loved one. #HonorThem #MoreThanMemorialDay

Option 2:

For the families of our nation's fallen heroes, Memorial Day is every day. We are proud to partner with TAPS to support the families of **All Those Who Have Served and Died**. Join us in honoring our nation's fallen by supporting their families this month of May. #HonorThem #MoreThanMemorialDay

Option 3:

This month of May we celebrate the service of our Armed Forces on Armed Forces Day, and solemnly observe Memorial Day. Together with our friends at TAPS we honor and remember **All Those Who Have Served and Died** and support the families they left behind. #HonorThem #MoreThanMemorialDay

Option 4:

For the families of our nation's fallen heroes, Memorial Day is every day. Together with our friends at TAPS we honor and remember **All Those Who Have Served and Died** and support the families they left behind. #HonorThem #MoreThanMemorialDay

Sample Posts for Twitter:

Option 1:

This May, I am/we are honored to show my/our support for the families of America's Fallen Heroes by partnering with @TAPSorg. Learn more about how they care for the families of **All Those Who Have Served and Died**. #HonorThem #MoreThanMemorialDay

Option 2:

For us/me, #MemorialDay is more than a day. I/We honor all those who have served and died and recognize the sacrifices of their families who are left behind. That is why we are/I am proud to partner with @TAPSorg. Learn more at [insert your organization or TAPS.org](#) #HonorThem #MoreThanMemorialDay

Option 3:

We know that #MemorialDay is every day for the families of the Fallen. We are proud to partner with @TAPSorg, the organization that is there for them 24/7/365. #HonorThem #MoreThanMemorialDay

Option 4:

This #MemorialDay, and every day, we remember the sacrifices of our men and women in uniform. This memorial month of May, we recognize @TAPSorg and their mission in caring for the families who were left behind. #HonorThem #MoreThanMemorialDay

Option 5:

How can you honor America's fallen heroes this #MemorialDay? We honor their service and sacrifice by supporting TAPS – the organization caring for the families of the fallen. #HonorThem #MoreThanMemorialDay

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About TAPS:

The Tragedy Assistance Program for Survivors (TAPS) is the leading national organization providing compassionate care and survivor support services for the families of America's fallen military heroes. Since 1994, TAPS has offered support to all those grieving the death of a military loved one through peer-based emotional support, connections with grief and trauma resources, grief seminars and retreats for adults, Good Grief Camps for children, casework assistance, connections to community-based care, online and in-person support groups and the 24/7 National Military Survivor Helpline, all at no cost to surviving families. For more information, please visit [TAPS.org](https://www.taps.org) or call 202. 588.TAPS (8277).