

## Commemorating 9/11: REMEMBER THE SKY SOCIAL MEDIA CHECKLIST

Thank you for participating in the 9/11 Memorial & Museum's Remember the Sky digital commemoration campaign. Your involvement helps educate a new generation about the lessons of 9/11 as we honor our collective promise to never forget.

On September 11, 2001, the sky across the U.S. was crystal clear. Today, 24 years later, Remember the Sky encourages us to actively recall and reflect on the significance of that day and how we responded—with unity, resilience, and hope. Join us in ensuring that the stories of 9/11 and the memories of those who were killed live on for those too young to remember, and together, let's uphold our commitment to never forget.

### STEP 1: CONFIRM YOUR PARTICIPATION AS SOON AS POSSIBLE

- ☐ If you haven't already, please email Anna Ball, [aball@911memorial.org](mailto:aball@911memorial.org), to confirm your participation in Remember the Sky. If you know what time of day on September 11, 2025 you will post to Instagram, please include that information too.

### STEP 2: POST TO INSTAGRAM ON 9/11

- ☐ On 9/11/25, [take a picture](#) of the sky.
- ☐ [Add a caption](#). We recommend including any of the samples below that help explain the activation and then personalizing your post with content relevant to your organization.

#### SAMPLE #1:

Today marks 24 years since the 9/11 attacks. We at **[INSERT ORG NAME]** are honored to join [@911Memorial](#) in remembrance and share this picture of the sky today to help a new generation of Americans [#NeverForget911](#) [#RememberTheSky](#). Learn more at [neverforget.org](https://neverforget.org)

#### SAMPLE #2:

Today marks 24 years since the 9/11 attacks. We're joining [@911Memorial](#) in honoring all those killed that day. Join us: take a picture of the sky, post it using [#NeverForget911](#) [#RememberTheSky](#) and tag [@911Memorial](#). Learn more at [neverforget.org](https://neverforget.org)

#### SAMPLE #3 — ENCOURAGE DONATIONS TO THE NEVER FORGET FUND:

Today, we join [@911Memorial](#) to remember September 11, 2001 with a picture of the sky we all share. Supporting The Never Forget Fund now helps a new generation [#NeverForget911](#) [#RememberTheSky](#). Donate at [neverforget.org](https://neverforget.org).

- ☐ [Post on Instagram!](#)



## TIPS & BEST PRACTICES

- ☐ After customizing your caption, make sure it still includes the hashtags [#NeverForget911](#) and [#RememberTheSky](#) and tag [@911Memorial](#).
- ☐ Consider tagging other influential connections and encourage them to post on their own Instagram.
- ☐ Mention the [NeverForget.org](#) URL where possible, such as:
  - In timeline post copy.
  - As a link sticker in Instagram Stories
  - In your Instagram bio for the day

## HOW TO PARTICIPATE WITHOUT AN INSTAGRAM PROFILE

If you don't have Instagram, you can still participate!

- ☐ Follow the same steps as those above but for Facebook, Twitter, and TikTok or other social media platforms. The sample posts are short enough to post on Twitter too.
- ☐ Use the same [#NeverForget911](#) and [#RememberTheSky](#) hashtags wherever possible.
- ☐ Please make sure to replace the [@911Memorial](#) social handle for the Memorial & Museum to match our name on other platforms:
  - Facebook: [@911Memorial](#)
  - X: [@Sept11Memorial](#)
  - TikTok: [@Sept11Memorial](#)

## QUESTIONS? WANT TO DO MORE?

If you have any questions or are looking for more ways to support the 9/11 Memorial & Museum, please contact Anna Ball at [aball@911memorial.org](mailto:aball@911memorial.org).