

## 6 Tips for Social Media



- 1 Like/Follow the organization's social media profiles that you are fundraising for.
- 2 Engage on the organization's social media posts to help generate excitement for the event.
- 3 Create a Facebook page and Instagram account for your event, where you can post year-round and use it specifically during event season to promote your fundraising efforts.
- 4 Share the link to your fundraising page on your social media profiles (or community page) on a regular basis. A few ideas for posts you can make are:
  - Save The Date post
  - Announce your fundraising page has been created and encourage your network to join or donate.
  - Post pictures from previous years as #TBT and #FBF posts and encourage support.
  - Promote your fundraisers and encourage people to participate.
  - Set a fundraising goal and celebrate milestones along the way. Let your network know how close you are to certain amounts and encourage them to help you reach them.
  - Ask for a specific amount on a certain day, for example, "Help us reach \$1,500 by the end of the day! Only \$250 to go," or have a weekly event like \$10 Tuesdays.
  - If your event encourages participants to solicit sponsorships, network via social media to secure support.
  - Use apps like WordSwag to create branded images that will help you reach more people with your message.
- 5 Live post your experience on the day of the event. This is a great way for virtual supporters to feel a part of the day. Don't forget to use the event hashtag in your posts!
- 6 Post-event, celebrate your fundraising success and show your appreciation and thank the generous supporters who helped you reach your goal. Let them know how the funds will be used by the organization.