



## SOCIAL MEDIA

Social Media is a fun, fast, and easy way to turn friends, family, colleagues, and neighbors into donors. Think big and use your social media outlets to tap into a whole new network of people beyond just your immediate contacts.



### FACEBOOK

- Tell your friends what you are doing and why, and ask them to support you.
- Encourage friends to share your posts.
- ALWAYS include your personal Pink Park City fundraising link!
- Set a fundraising goal and talk about your progress towards your goal.
- Post frequently! Engage your followers - be funny, honest, and real.
- Thank your friends. Type in @ + their name, it will then show a drop down box of names, choose their name to tag them.
- Encourage your friends to participate or join your team.
- Photos, photos, photos - let your photos do the talking! Everybody loves to see someone else's life through photos.



### TWITTER

- Use hashtags - hashtags allow people to search what others are posting about - use at least one in every post: **#PinkParkCity #SkiPink**.
- Tweet about your cause and your fundraising success.
- Retweet and recognize your donors with @ + their name.
- Post pictures and video of you (and your team).
- ALWAYS include your personal Pink Park City fundraising link!



### INSTAGRAM

- Edit your profile, enter a description of your fundraising effort.
- Photos, photos, photos - everybody loves to see someone else's life through photos.
- Link to your Facebook and Twitter accounts - Update your URL to link to your personal Pink Park City fundraising page.
- Use hashtags - hashtags allow people to search what others are posting about, use at least one in every post: **#PinkParkCity #SkiPink**.
- Recognize your donors with @ + their name.

