



Social Media Tips & Tricks

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.
- Use Facebook Live to post what you are doing.
- Encourage friends to share your posts.
- ALWAYS include your personal 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, join your team, or virtually support you.
- Photos, photos, photos – let your photos do the talking! Now more than ever we need you to document how you are participating virtually.

Instagram

- Edit your profile, enter a description of your fundraising efforts.
- Use Instagram Stories or Instagram Live to post what you are doing.
- Update your URL to link to your personal fundraising page.
- Use hashtags! Hashtags allow people to search what others are posting about, use at least one in every post: [#HeroForHope](#) [#IAmAHero](#) [#ConquerCancer](#) [#CancerResearch](#)
- Recognize your donors with @ + their name.
- Photos, photos, photos – everybody loves to see someone else's life through photos. Link to your Facebook and Twitter accounts.

Twitter

- Use hashtags! Hashtags allow people to search what others are posting about, use at least one in every post: [#HeroForHope](#) [#IAmAHero](#) [#ConquerCancer](#) [#CancerResearch](#)
- Tweet about your cause, when you train, and your fundraising successes.
- Retweet and recognize your donors with @ + their name.
- Post pictures and video of you (and your team).
- ALWAYS include your personal fundraising link!