



Social Media Tips & Tricks

Social Media is a fun 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 your immediate contacts. Remember to always tag @ParkCityPowderFest so we can share your posts!

Facebook

- Tell your friends what you are doing and why, and ask them to support you.
- Use Facebook Live to post about your fundraiser.
- Encourage friends to share your posts.
- ALWAYS include your personal Park City PowderFest fundraising link!
- Set a fundraising goal and talk about your progress toward your goal.
- Post frequently! Engage your followers – be funny, honest, and real.
- Thank your friends. Type in @ + their name, then Facebook will 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! Posts with photos perform better: some studies show they get three times the engagement of text-only posts.

Instagram

- Edit your profile to include a description of your fundraising efforts.
- Use Instagram Stories or Instagram Live to post about your fundraiser.
- Update your profile URL to link to your personal Park City PowderFest fundraising page.
- Use hashtags! Hashtags help others with common interests see your posts. Use at least one in every post: [#ParkCityPowderFest](#) [#HeroForHope](#) [#IAmAHero](#) [#ConquerCancer](#)
- Recognize your donors with @ + their name.
- Instagram is ALL about photos and videos. Document your efforts—your supporters will appreciate a behind-the-scenes look at what you're doing.

Twitter

- Use hashtags! Hashtags help others with common interests see your posts. Use at least one in every post: [#ParkCityPowderFest](#) [#HeroForHope](#) [#IAmAHero](#) [#ConquerCancer](#)
- Tweet about your cause, your training, and your fundraising successes.
- Retweet and recognize your donors with @ + their name.
- Post pictures and videos of yourself (and your team).
- ALWAYS include your personal Park City PowderFest fundraising link!