



SOCIAL MEDIA TIPS

Social media is a blast and an easy way to turn your friends, family, colleagues, and neighbors into donors. Think big and use your social media outlets to tap into a new network of people beyond your immediate contacts. Don't forget to tag us so we can share your awesome posts! And hey, while we're talking about Instagram and Facebook, you can use these ideas on other platforms like TikTok, X, and more. Get creative and have fun with it!



INSTAGRAM

- Post your photos! Your supporters will appreciate a behind-the-scenes look at what you're doing to prepare for Huntsman SportsFest.
- Use the link in your bio to direct followers to your fundraising webpage.
- Engage followers by creating interactive content, such as polls, Q&A sessions, and challenges, to keep your audience engaged and invested in your cause.
- Share Impact Stories: Post stories and updates about how donations are making a difference to inspire more contributions.
- Acknowledge and thank donors publicly in your posts and stories to show appreciation and encourage others to donate.
- Donation Stickers in Stories: Add donation stickers to your stories to encourage followers to donate directly from their feed.
- Edit your profile to include a description of your fundraising efforts.
- Use Instagram Stories or Instagram Live to post about your fundraiser.
- Use hashtags! Hashtags help others with common interests see your posts. Use at least one in every post: #HeroForHope #HuntsmanSportsFest #IAmAHero



FACEBOOK

- Engage your followers—be funny, honest, and real. And add photos! Posts with photos perform better. Some studies show they get three times the engagement of text-only posts.
- Talk About It: Use Facebook to post about your fundraising efforts. Talk about your goal and fundraising progress.
- Encourage friends to like and share your posts. The more people that see your post, the more donations you will receive.
- Tag your friends and family members in your posts to encourage them to participate, join your team, or support the cause by donating.
- ALWAYS include a link to your personal Huntsman SportsFest fundraising webpage in your posts. This will take your friends right to the source and allow them to donate with just a click.
- Set a fundraising goal and talk about your progress toward your goal.

Instagram

@HuntsmanCancerEvents
@HuntsmanCancerInstitute

Facebook

@HuntsmanHeroes
@HuntsmanCancerInstitute



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