SWELL

Be a FAN
Once you've 'liked' the organizations page(s), hover over the 'liked' button.
A dropdown box appears. Click 'Get Notifications' - this way you won't miss anything about the event!

POST LINKS on the page of something related to your work, community, or event

POST & TAG links about the fundraiser (event website pages or your personal fundraising page *Tagging friends in your post will insure that more people see the post

INVITE friends to like this page

Facebook:

SHARE this page on your personal newsfeed or a fan page (if possible)

CHANGE IMAGES-
During the campaign, your organization will provide images that you can use to promote the fundraiser through your FB feed

"LIKE" and, when possible, **COMMENT** on posts made by your organization *Your likes and comments help others see the post organically

TAG PHOTOS - Boost outreach by tagging yourself and your friends in pictures

LinkedIn:

ADD your organization to your profile (Organizations) with a link to the website (organization's website

FOLLOW your organization's Company page

SHARE, **COMMENT** and/or **LIKE** posts by your organization

INVITE colleagues (use your link) to join the fundraising

# Support your fundraising with the following social media actions:

Twitter:

Twitter is just one large online converation. Talk to each other, communicate with those you follow, and respond to tweets as you would in a conversation. It is a more dymanic and fact-paced communication tool than Facebook

TALK about why you are raising funds for [mission] and [#]

TWEET the link to the fundraising/event website and your personal fundraising page

FOLLOW your organization (Twitter handle)
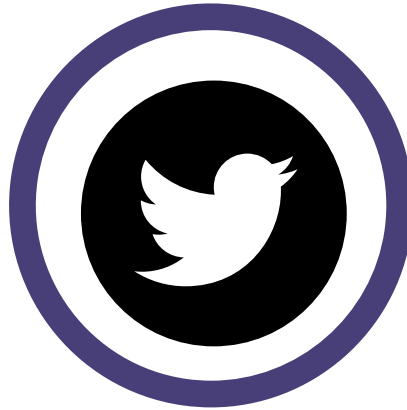
TAG your organization in your tweets **If you reply to someone's post and it can relate to the event hashtag or your organization, insert the hashtag or handle in our reply.

HASHTAG ALL of your tweets and, when appropriate, remember the tags for your organization and this event

Retweet, Reply, or **Favorite** tweets by your ogranization **Comments are the best - Twitter is most successful when approached as a conversation

Instagram:

SNAP A PHOTO of a committee meeting or people at work for your ission, yourself and/or your friends at the event

POST to Instagram (consider linking your account to Facebook) and use the event hashtags