

Support your fundraising event with the following social media actions:



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.

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

CHANGE YOUR PROFILE PICTURE - During the week of site launch, your organization will provide a profile image that you can use to promote the event 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



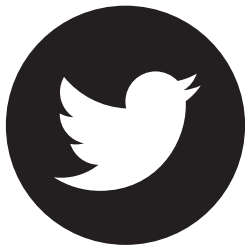
ADD your organization to your profile (Organizations) with a link to the website (organization's website)

FOLLOW your organization's Company page.

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

INVITE colleagues (use your link) to attend the event. *(More on next page)*

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Twitter

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

TALK about why you are raising funds for (mission) and (#).

TWEET the link to the 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 organization. **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 mission, yourself and/or your friends at the event.

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