

SOCIAL MEDIA

Social Media is a fun, fast and easy way to turn friends, family and colleagues 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

- Set your goal and set a minimum gift amount. Communicate that through your status updates.
- Tell your friends what you are doing and why and ask them to support you.
- Encourage friends to share your posts
- ALWAYS include your personal Pink Vail fundraising link!
- Talk about your progress.
- Post every day, more than once. 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 volunteer.
- Pay a little (as low as \$25) for promoted posts. Facebook offers very targeted lists for paid advertising.
- Use www.facebook.com/shawcancercenter as a resource, we will be posting photos and information leading up to the event, day of and following.
- Photos, photos, photos – let your photos do the talking! Everybody loves to see someone else’s life through photos.

TWITTER

- Use hashtags - hashtags allow people to search what others are posting about, use at least one in every post: #PinkVail, #Vail.
- Post multiple times a day.
- Retweet, and recognize your donors with @ + their name.
- Post pictures and video of you (and your team).
- ALWAYS include your personal Pink Vail fundraising link!
- Use <https://twitter.com/pinkvail> as resources, we will be posting photos and information leading up to the event, day of and following.

INSTAGRAM

- Edit your profile, enter a description of your fundraising effort.
- Photos, photos, photos – everybody loves to see someone else’s life through photos
- Link to your Facebook and Twitter accounts.
- Update your URL to link to your personal event fundraising page.
- Use hashtags - hashtags allow people to search what others are posting about, use at least one in every post: #PinkVail, #Vail.
- Recognize your donors with @ + their name mentions.

LINKEDIN

- Edit your profile, post to your status and link to your personal Pink Vail fundraising link.
- Use the Projects Tab (from the toolbar, Edit Profile in the drop down, scroll to Projects header and click + Add) add information about your Pink Vail fundraising efforts – ask for support from your colleagues.