

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 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

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 attend the event

Support your fundraising event with the following social media actions:

X (formerly Twitter) is just one large online conversation. Talk to each other, communicate with those you follow, and respond to messages and posts as you would in a conversation. It is a more dynamic and fact-paced communication tool than Facebook (Meta)

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

POST the link to the event website and your personal fundraising page

FOLLOW your organization (X handle)

X (formerly Twitter)



TAG your organization in your posts **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 posts and, when appropriate, remember the tags for your organization and this event

Repost, Reply, or Favorite posts by your organization
**Comments are the best - X 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