







## SOCIAL MEDIA

# TIPS AND BEST PRACTICES

Social media is a powerful tool to amplify your message and get more people involved in your fundraiser.

### Top 3 Social Media Tips

 <p><b>#1 Share Your Story</b></p>  <p>Your personal story is the most powerful tool in generating support and excitement. Share your connection to Lurie Children's and why <b>you</b> care.</p>	 <p><b>#2 Draw in Donors</b></p>  <p>Photos and videos are the most popular social media content to attract attention and get the most shares.</p>	 <p><b>#3 Tag and Thank Publicly</b></p>  <p>Giving special shout outs makes people feel appreciated and inspires others to give. By tagging your friends, you can potentially reach a wider audience also!</p>
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## More Tips and Ideas

- Tell your friends and followers why you created your fundraiser. Be specific about fundraiser details, your fundraising goal and how your fundraiser will make a difference for kids.
- Create a facebook fundraiser - log into your portal and connect your fundraising page to facebook.
- **Include "behind the scenes" images or videos** as you prepare for your fundraiser.
- Post as often as possible (daily is ideal). Remember, your audience may be following hundreds of other people - don't get lost in the shuffle!
- **Be creative.** Keep your audience engaged by posting a variety of messages, images, videos, etc.
- **Keep it short.** You have 8 seconds to catch the attention of your audience.
- **Create a challenge.** For example, ask for a donation in the amount for the day, June 1 = \$1...June 30 = \$30. The challenge is up to you, but challenges get your audience to take action and spread awareness!
- **Include a call to action.** What do you need your supporters to do? Don't be afraid to ask!
- **Interact with your audience.** Social media is designed for conversations and engaging with others. Reply to people's posts, retweet, like posts and use @ mentions.
- **Capitalize on hashtags.** Research popular hashtags that speak to your fundraising efforts. Using hashtags will give you a better chance of showing up on search results. Don't forget to include Lurie Children's hashtag: #all4your1.
- **Recruit social media ambassadors.** Recruit your friends and family to spread the word through their networks.
- **Tag Lurie Children's.** Include us in your posts and check out our shareable content page for photos and videos to share.
- **Check out Lurie Children's social media templates.** Facebook, Instagram, Twitter and LinkedIn!

**Remember to include a link to your fundraising page in all of your social media posts!**

*Don't Forget to Tag Us!*

