



TOP SOCIAL MEDIA FUNDRAISING TIPS

1. On Facebook, 'Like' the charity and 'Like' the event (if applicable)
2. Once you 'Like' the Charity and the Event Facebook Pages, leverage the power of the @ symbol in Facebook and Twitter posts. Example: Up at 6am (!) for my training for @City2Surf. I'm raising funds for @charityXYZ so dig deep and let's make a difference!
Example: "Join 20 happy fundraisers supporting @charityXYZ in the @City2Surf"
3. Status updates are easy. Post regularly and often. The golden rule is don't just post the URL on its own. Linkbaiting alone is kind of annoying.
4. Tell the story through photos. Upload pics and tag them.
5. Get personal and tell your story through Facebook Messaging. Writing to people individually, or in segments, will yield much better results than sending the same message to everyone.