

## Social Media Tips

With Facebook, Twitter, Instagram and more—your message will be hard to miss. We've provided some tried-and-true tips below from our social media experts to help you effectively share your unique and meaningful reason you're hosting a community fundraiser.

**USE PICTURES:** Share candid photos from past events to showcase the event's energy or emotion—and make people want to be part of it. Or, share what inspires you to fundraise. Close-up photos are usually better.

**LINK TO YOUR FUNDRAISING PAGE:** Include the link to your fundraising page in every social media post. Make it easy for followers to learn more or donate.

**KEEP IT SHORT:** People move quickly—choose words and photos that pack a quick punch.

**ENCOURAGE SHARING:** Expand your reach by asking friends and family to share posts with their own network.

**SAY THANKS:** When friends donate, post a note of thanks and tag them. This will encourage others.

**TAG US:** We love to see your progress and it's an easy way for donors to click towards even more inspiring stories on our pages. Tag our page and use the hashtag **#Community4BCH**.

**JUST ASK:** People like to be a part of something great; you can help them do that. Remind donors that even a little bit helps. It adds up, trust us.

**REMINDE THEM:** Friends and family may have intended to make a donation, but simply forgot. A reminder post is a great way to prompt folks.

**BONUS TIP:** Get 'em on pay day. People are feeling generous when they have a freshly deposited check in their account (typically around the 1<sup>st</sup> and 15<sup>th</sup> of each month, or on Fridays). Send an update on these days and provide some inspiration to donate.

### Achieve maximum shareability; connect and tag us:

**Facebook:** [facebook.com/Bostonchildrenshospital](https://facebook.com/Bostonchildrenshospital)  
**Instagram:** [instagram.com/bostonchildrens](https://instagram.com/bostonchildrens)  
**Snapchat:** [snapchat.com/add/bostonchildrens](https://snapchat.com/add/bostonchildrens)  
**Twitter:** [twitter.com/helpkids](https://twitter.com/helpkids)  
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