

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 1st and 15th 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
Instagram: instagram.com/bostonchildrens
Snapchat: snapchat.com/add/bostonchildrens
Twitter: twitter.com/helpkids
Youtube: youtube.com/user/ChildrensHospital