



Social media allows you to share your story and the unique reasons you have for hosting a community fundraiser in an immediate and very personal way. Using social media to fundraise for your event offers huge opportunities and can guarantee fundraising success when it's done right. When people scroll through their timeline and newsfeeds, your posts need to stand out. Don't spam your friends and family, but don't be too casual about this either. You're fundraising for a **great cause**, let them know they can be a part of your fundraising experience!

Follow these guidelines to get your personal fundraising efforts going on social media.

- **USE PICTURES:** When promoting your event on Facebook, be sure to use a picture from a past event or of a special attendee. Photos, especially close-ups, get the most attention in newsfeeds.
- **INCLUDE THE LINK TO YOUR FUNDRAISING PAGE:** Make it easy for followers to learn more about your event by including the link to your personal fundraising page in any tweet or Facebook post.
- **KEEP IT SHORT:** People want to hear why you're personally invested, and people are short on time, so keep posts on Facebook brief. On Twitter, make sure your tweets are short enough so your followers can "retweet" them. Retweets have fewer characters to work with than tweets.
- **ENCOURAGE SHARING:** Expand your network by asking friends and family to share your posts/retweet your messages.
- **SAY THANKS:** When friends donate, post a thank you and tag them. It can propel others to give when they see a friend of theirs giving. The message will reach people in their networks, inspiring others.
- **CONNECT WITH US:** Like "Boston Children's Hospital" on Facebook (www.facebook.com/Bostonchildrenshospital) and follow us on Twitter (www.twitter.com/@helpkids). This will show your network that you are connected to and supportive of the hospital!
- **BONUS TIP:** Get 'em on pay day. People are feeling generous when they have a freshly deposited check in their accounts (typically around the 1st and 15th of each month, or on Fridays). Send an update on these days and give them a little push to donate.
- **INSTAGRAM:** Post a photo about your event and include a link to your fundraising page in your Instagram profile.
- **LINKEDIN:** Reach your professional network and post links to your personal fundraising page on LinkedIn. Let them know what you are working on outside the office.
- **TAG US:** We're all over social media. Tag us in your posts and mention us when you can. This gives people a look into what Boston Children's does every day.

Facebook: www.facebook.com/Bostonchildrenshospital

Instagram: <https://www.instagram.com/bostonchildrens>

LinkedIn: <https://www.linkedin.com/company/boston-children%27s-hospital>

Snapchat: <https://www.snapchat.com/add/bostonchildrens>

Twitter: <https://twitter.com/helpkids> @helpkids @bostonchildrens

Youtube: Follow us <https://www.youtube.com/user/ChildrensHospital>