

10 tips for making the most of social media

Social media is the perfect way to boost your fundraising. You can reach lots of people in a super fast and easy way. Here are some tips to help you get the most out of social media.

1 Share regularly

Sharing on social isn't a one time thing, you need to do it regularly. Hit a training milestone? Share. Reached 50% of your fundraising target? Share. Someone left a motivating donation message? Share. Also, remember to always include a link to your online fundraising page.

2 Upload photos

Images evoke reactions so always include a photo when you post. It doesn't need to be anything fancy, a simple training, baking or crafting selfie is ideal.

3 Add a link to your fundraising page in your bios

Make it as easy as possible for people to find out how they can support your fundraising. One way to do this is by adding the link to your online fundraising page to things like your Twitter and Instagram bios.

4 Use hashtags

If you're taking on an organised event, find out what the official hashtag is and include it in your posts. It's a great way to connect with other people doing the same challenge. Doing your own thing? Maybe come up with your own. #BobBakes #HayleysRunForMentalHealth or add #TeamTeessideMind to your posts.

5

Ask your friends and followers to share

Don't be shy, ask your friends and followers to share your fundraising posts to help you reach more people. Send a direct message to the people in your network letting them know it's a simple way they can support you.

6

Add a video

Video and reels are another simple way to stick out in news feeds. If you're feeling really adventurous, you could also livestream!

7

Update your profile and cover photos

Make the most of your social media profiles by giving them a fundraising makeover. You can update things like your profile photo and cover photos to really reflect what you're doing to raise money for us.

8

Remember LinkedIn

LinkedIn can get overlooked when it comes to things like fundraising. There might be people in your professional network who you aren't connected to on other channels, and they'd be impressed to hear about your fundraising.

9

Update your Stories

Make sure you're using the Stories feature on channels like Facebook, Instagram and Snapchat. This non-permanent feature is really popular, and lots of us are spending just as much time scrolling through stories as we are looking at our news feed.

10

Thank your supporters

Saying thank you goes a long way, and social media is a great way to do it. Update your status, giving a shout-out to your most recent supporters, and don't forget to tag them to help increase your reach.