



SOCIAL MEDIA TIPS & TRICKS

THE BASICS:

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1. Make sure to change your FUNder profile picture! Your donors want to give to YOU so make sure your face is the one they see when you share your FUNder page. Login and then click “Manage” to update your profile!
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2. Start simple! Share your FUNder page using the social share buttons. Make sure to add a sentence or two about why you are riding. People are inspired to give when they know it means something special to you.

A NOTE ABOUT FACEBOOK:

WATCH OUT: Facebook will prompt you to “Add a Donate Button” or “Start a Fundraiser”. **Please do not click these!** Instead, copy and paste your FUNder profile URL into your posts or use the social share buttons located on your FUNder profile.

WHY: FB uses a third party vendor so we will never know and cannot track who has given to your campaign.

HOW TO USE: Share your campaign on Facebook...but **please avoid** using the FB created donation platform as the donations will not show up on your fundraising page. Use your personal URL link instead! It will look like:

SHARE YOUR PAGE LIKE THIS:



TAKE IT A STEP FURTHER:

Like & Follow



Like and follow Deep South Cancer Foundation on Facebook and Instagram for new content to share with your followers. New content can piques people’s interest and lead to more donations so start sharing but don’t forget to include your FUNder page url when you repost!

Use Pictures!



Did you know that photos on Facebook have an 87% interaction rate?! WOW! So if you have pictures of you riding, being with people, or showing why this is important to you, be sure to share. And if you want to take it up a notch, record a short video message on your phone! There is a HUGE difference between TELLING people about your mission and SHOWING people your mission.

Get Your Tag On!



Start on Facebook by tagging those that have already donated and thanking them for their donations. When you tag a friend, your post gets shared in your activity feed and the other person’s activity feed too. This also sets the frame that people are already donating to your page (remember, success breeds success!)

Set Internal Goals



\$200 by one week, \$400 by two weeks, etc. Use your social media accounts to update followers on your progress towards each goal and ask for people to help you get over the next hurdle.