

# Fundraising with **SOCIAL MEDIA**

Social media is a simple and effective way to get your fundraising efforts the visibility they deserve.

**Here are our top tips to optimise this platform.**



## **TIMING**

Post after 5pm during the week, on Saturday mornings or on Saturday and Sunday evenings. Evidence tells us that these are the most popular times for people to be scrolling.



## **DON'T FORGET THE LINK!**

Always include the direct link to your EverydayHero page when asking for support.



## **DIRECT MESSAGING**

Don't be afraid to directly message people, especially those in your inner circle. You're likely to get much better results from a direct message than a general post.



## **THERE IS SUCH A THING AS OVERDOING IT**

Depending on what stage you are at with your fundraising, don't over-post, or you might just have the opposite effect than intended. We wouldn't recommend posting any more than twice a week.



## **MIX UP THE CONTENT**

Ensure your posts have a direct ask for support and show how their donation will make a difference in the lives of children affected by violence and bullying.



## **POST EVENT**

Don't forget about capitalising on your post event momentum. Make sure you provide your supporters with an update about how your activity went. Keep your fundraising page open for at least two weeks after your event and chase up those donations that were promised to you all those weeks ago.



## **SAY THANKS!**

Very simple but so important! When people donate to your page, thank them – either by posting a status update and tagging them, or posting on their page. That way people feel happy that they've been acknowledged and the post will remind others to donate.



## **KEEP IN TOUCH!**

Let us know what you're up to! Make sure you tag the Alannah & Madeline Foundation on any activity using Facebook, Instagram or Twitter.



## **HASHTAG #buddyrun**