

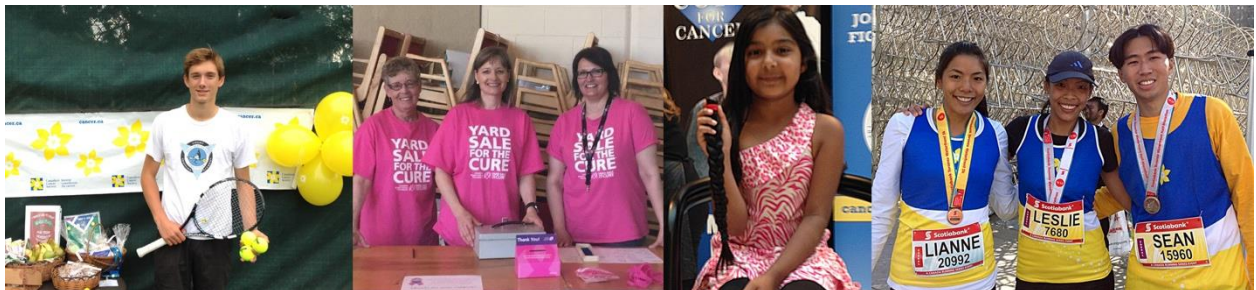


## Social Media Guide

Social media can be a great tool to help raise awareness about your fundraiser. Sharing information with your friends and family on social media can have a ripple effect if they share within their networks too!

### General social media instructions:

- You can leverage your personal social media to promote this event if you already have Facebook, Twitter, Instagram and LinkedIn, otherwise, you can start new accounts and make them specific to your fundraiser.
- When you share news about your fundraiser, ensure you share the pertinent details about it as well as why you're doing it. With nearly one in two Canadians receiving a cancer diagnosis in their lifetimes, almost everyone has a connection to cancer and will be able to relate to your story.
- Update people on your progress frequently. Don't hesitate to post about your fundraiser more than once leading up to your event.
- **Include a specific call to action.** Do you want people to buy tickets? Make a donation? Join your team? Be clear in your ask and people are more likely to respond.
- **Ask people to spread the word.** Take advantage of the wide reach of social media platforms by asking your friends and family to share your Facebook post or retweet your message on their Twitter feeds
- Include hashtags that already have trending content. For example, #SusansHeadshave2017Calgary is too specific. However, hashtagging with #headshave #Calgary is more general and people may come across your event with the use of those hashtags.
- **Good photography is key.** Use photos that are engaging and tell a story about what you're doing and why people should donate to you. Try to limit the amount of text in the images so that the main focus is the action in the image. If you're including the logo in any of your photos ensure that you don't stretch it so it doesn't appear skewed.





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## Facebook

- Create an [event listing on Facebook](#) and have your committee invite their friends to attend.
- We suggest leaving the event open, so your guests can invite their friends too.
- Use the page to share photos and information about the event and post updates leading up to event day.
- Engage in comments and answer any questions people post about your event.
- Tag @CanadianCancerSociety in your posts where possible – you can also tag the Facebook page of your closest Canadian Cancer Society office (ask your staff partner for their handle!)
- Share your event on the Canadian Cancer Society Facebook page. Your event will appear in the “Visitor Posts” section of our page for people to see (and we can also like and engage with the post).
- Share a link to your event on your personal Facebook, Twitter and LinkedIn pages – ask your close friends/committee members to share your event as well on their pages.
- Include 1-2 hashtags per post.
- Tag your friends that you’d like to support you and ask them to tag their friends as well!



## Twitter

- Create either a personal or an event-specific account. If you already have a following on your personal account, it may make sense to leverage that account as it takes time to build a following on new social pages.
- Visit the [help section of Twitter](#) for tips on getting started.
- Follow people you know and people you want to know about your event, including local businesses.
- Tag @CancerSociety in your tweets where possible and ask your staff partner for the twitter handle of the local office so we can retweet messages when we can to help promote your event.
- Include 1-2 hashtags in each post.



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## Instagram

- Create either a personal or an event-specific account. If you already have a following on your personal account, it may make sense to leverage that account as it takes time to build a following on new social pages.
- Follow people you know and people you want to know about your event, including local businesses.
- Visit the [Instagram Help Center](#) to learn how to sign up for your free account.
- You can use Instagram to promote your event – use photos to get people excited about what to expect on event day.
- You can also share all your post-event photos here and tag guests and sponsors (if applicable.)
- If you plan to take pictures or video during your event, please be sure to post a sign that indicates these images may appear online.
- Tag @CancerSociety in your posts and ask your staff partner for the Instagram handle of the local office so we can like and comment on your posts when possible.
- Put a link to your donation page in your Instagram bio and reference the link in your bio in your posts. Common practice is to simply say [link in bio] as links are not clickable in Instagram posts.
- Include up to 7 hashtags in each post.
- Tag your friends that you'd like to support you and ask them to tag their friends as well!



## LinkedIn

- Don't underestimate the power of your professional network, be sure to share the excitement about your fundraiser there as well.
- Include 1-2 hashtags in each post.