



## 5 ways to use social media in your event fundraising

Social media is a great way to give supporters a boost in the run up to their event. It can also be used to inspire others to fundraise for your cause.

Here's a handy checklist so you don't miss out on the action:

### 1 Make it personal

Keep an eye on likes, shares, comments and tweets and strike up conversation with your event participants - they'll be thrilled to hear from you. Set up a free Tweetdeck account to filter conversation by event in real time, helping you respond to questions quickly.

### 2 Get involved in Twitter conversation

Include the most relevant hashtag in all of your tweets. Enter the event name into the Twitter search bar to find the most popular hashtag. Can't make it on the day? Keep an eye on 'Trending Topics' on the left hand side of your Twitter Feed to make sure your charity is at the heart of the action.

### 3 Tell your fundraisers stories

Real people and their emotive stories will inspire others to take part next time. Place your fundraisers at the heart of your social media posts to acknowledge their great work and help engage others.

### 4 Use authentic imagery

Your smartphone is your friend. Whether you're encouraging event sign-ups or posting from the event on the day, it's best to avoid stock images - people connect more with real photos. Aim to include a photo in each post to boost engagement.

### 5 Carry a strong, emotive message

When using social media to drive event registration, carry a strong and emotive message through your ask, and don't forget to include a link to sign up. Use Facebook Insights and Twitter analytics to measure how many clicks the post receives.