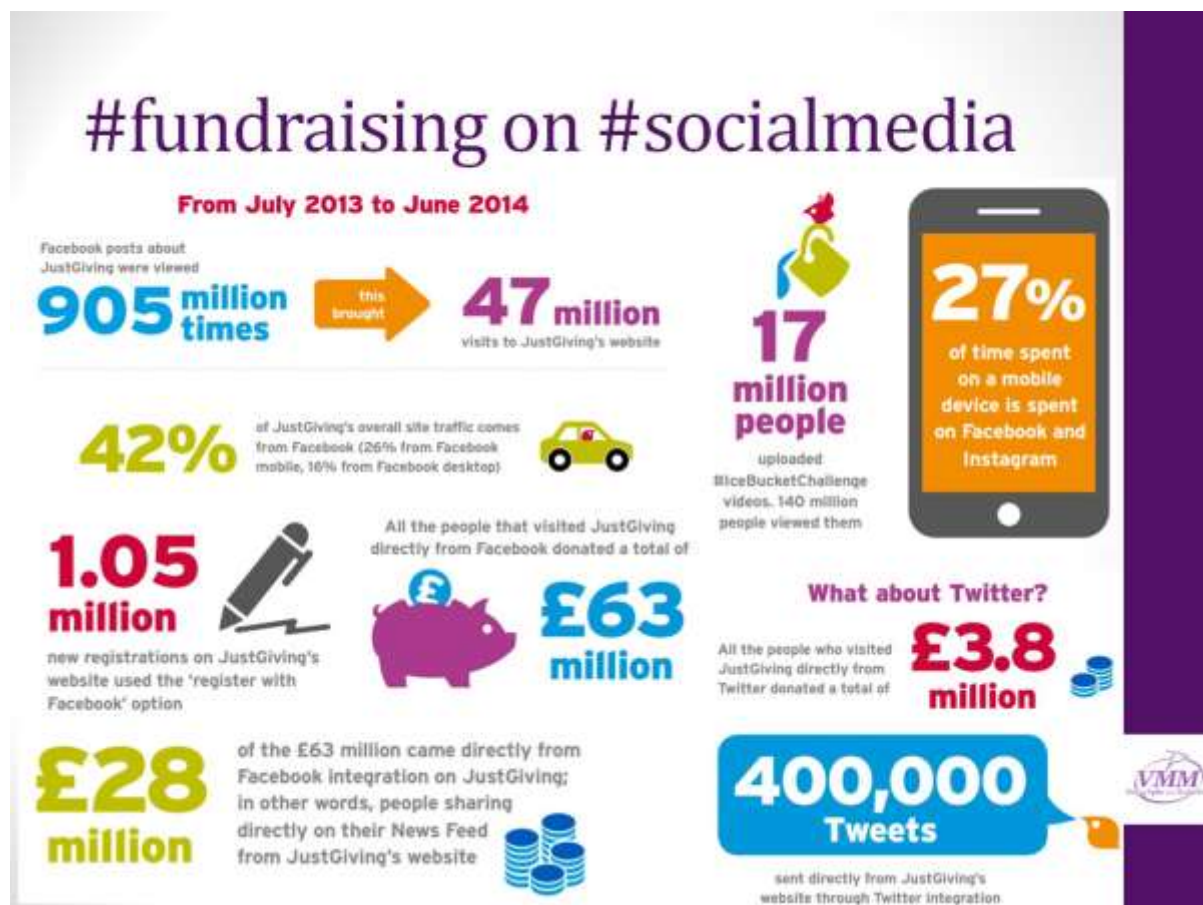


How to: get the most from social media

Social media offers fundraisers a great way to promote their cause and the work or fundraising they're doing. Not only is it quick and easy to use, it can get your message out to a large audience of potential sponsors. There is also an unlimited amount of data to suggest using social media to promote your fundraising is the way to go, here are some tips on how you can improve yours!



Facebook

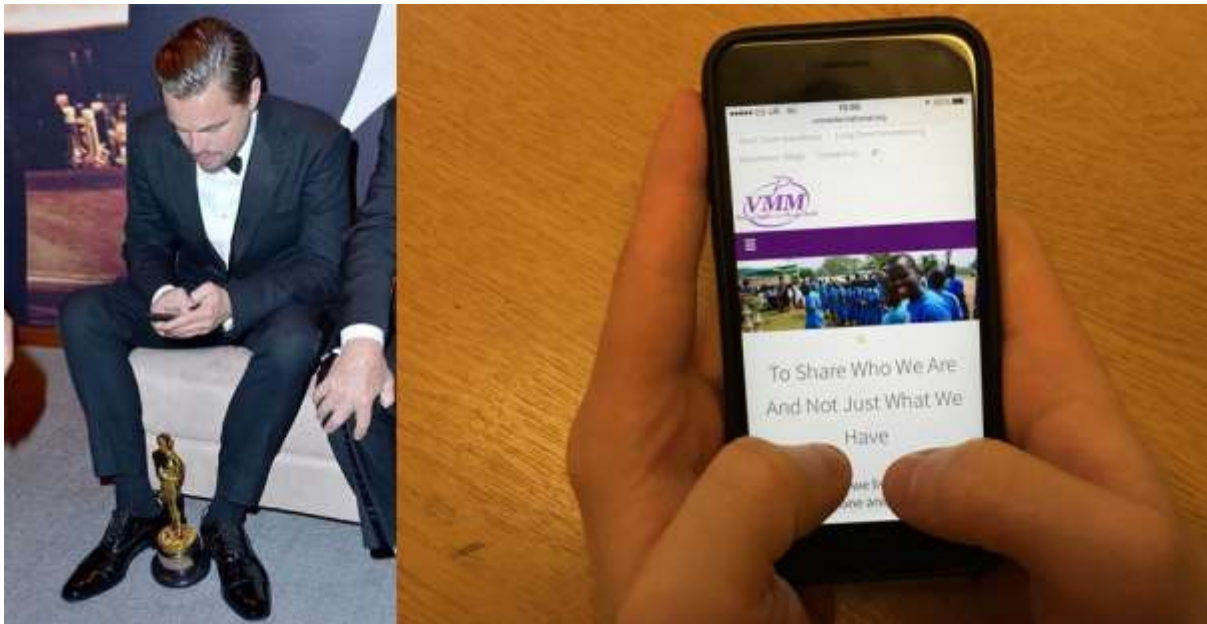
Facebook lets you share messages, photos, videos and music with friends. Every member of Facebook has their own profile page which they can customise, and it's an easy way to keep in touch with friends all over the world.

Use your Facebook page to tell your friends about your fundraising and ask them to sponsor you. Share photos and videos of your preparation and event. Find us on Facebook for the latest fundraising news and event details.

Twitter

Twitter lets you send out text updates online and you can also add links and images to your tweets. Twitter is a quick and easy way to contact your friends and let them know about your fundraising. It's a good idea to ask people to sponsor you with a personal message like an email, but Twitter is a great way to send out updates and reminders.

Twitter is a great way to gain a following and promote what you are doing; it's also a chance to get creative, heres an image (we created) shared on our twitter account! Don't forget to follow us.



YouTube (or Vimeo/Vine)

YouTube is a video sharing website with short clips on nearly every topic you could think of. Anyone can go to YouTube to watch videos, but by registering you get your own 'channel' and can add videos too.

Use YouTube to keep a video diary of your fundraising or make a film telling people about your charity and why they should sponsor you. It's a fun way to promote your fundraising and keep people interested in what you're doing.

Instagram

Instagram lets you share images or videos up to 15 seconds long, it can become your digital photo album or timeline! It's a fantastic and free way of promoting yourself and gaining a large following. You could also continue sharing your journey once you are there!

Blogs (WordPress/Blogger)

Why not start you own blog? A blog is like an online diary or scrapbook where you can post your news and views on a topic and add links, photos and videos. Other people can read your blog and then leave comments and messages about your posts.

'Blogging' can help keep people interested in your fundraising. You can chart your training or event preparation, and donations to date.

Here are some simple Do's & Don'ts and tips from the experts.



DO'S

- Do post regular content; keep your followers updated on everything you're doing!
- Do use hashtags – this will widen your audience and get more people involved
- Do use as many media platforms as you can, the more the better



DON'TS

- Don't post *everything* you're doing, recommended to post something every 3-5 days or when something big is happening, otherwise your followers will be too used to it!
- Don't use unrelated ones or too many, your followers may skip past it!
- Don't forget to add as many videos, pictures and emojis as you can!

Don't forget to follow us!



@VMMtweet



/VMMinternational



@VMM_international