

## ***Tips for Fundraising through Social Media***

Social Media is about **connecting, creating, and communicating**. Once users have connected via social networks they can begin to communicate with one another and share important, relevant information. For WalkMS participants, users can connect with their friends, family and potential supporters to effectively increase awareness and donations.

We have provided some helpful tips to get started fundraising with social media right now. If you have any questions, feel free to [contact us](#). **If you have additional ideas or tips that you find helpful, when fundraising through social media, [please share them with us!](#)**



### ***LINKEDIN***

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- Just as you would on Facebook and Twitter, LinkedIn also lets your post status and links on your profile.
  - Be sure to add some additional text of WHY you are walking.
  - Walking with a company team; this is a GREAT way to recruit your colleagues to join you!
- Reference all of your connections. Are they on your donors list? Add them! For help refer back to the [Know Your Network sheet!](#)



### ***FACEBOOK***

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- **DO NOT use the CAUSES application on Facebook.**
  - The donations made will NOT go directly to your fundraising page.
  - Instead copy your personal or team URL and post it in your status and type why this ride is so important to you!
- **Like US: [WalkMS](#)**
  - Be sure to SHARE our posts with your friends!
- **Boundless Fundraising Facebook Application** - Set automatic status updates with this app. [Log into your account](#) to set it up today. Having trouble? [Click here for a how-to guide](#) (pdf).

- **Twibbon:** Add this to your profile picture and show your followers, you support the MS Society!
- **Change your profile picture:** Swap your profile picture for a [WalkMS logo!](#)
- **Change your cover pictures:** Let potential donors know you are walking on even volunteering! (Ideas a [WalkMS logo](#), your team's photo from year's past)
- **Pictures & Videos:** Post a picture/video of you walking or at a WalkMS fundraising event. If you let your friends know you are preparing for the walk; they'll be more likely to give! Be sure to check out our photos and logos you can use. ([WalkMS logo](#))
- **Update your status:** Let your friends know about your training and fundraising. **When you post, add a link to your personal page and include a photo.**
  - **Share Your Personal Page:** "Check out my WalkMS Personal Page." If you keep your personal page updated this will draw more people to your page. Once they are on your page, they will be more inclined to donate!
  - **Update on your fundraising goal and status:** "I am at \$890! I am just \$110 shy of reaching VIP Status! Please help me reach my goal!" attach your personal URL
    - If someone likes your status, should send you a direct donation. If not, Ask! Can't hurt!
  - **Share why you are walking:** "I'm walking for my Aunt Jackie who was diagnosed in 2002. Please support me, so we can help her and the 13,000 people in our area with MS"
- **Recognize your donors:** If a Facebook friend donates to you, be sure to mention them in your status! Just type @ + their name, it will then show up in a drop down box.
- **Do not use #hashtags** on Facebook. There's no reason, it doesn't work.



**TWITTER**

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Follow Us: <http://www.twitter.com/walkmsdelval>

- **RETWEET:** Be sure to retweet our posts to all your followers!
- # - **hashtag** – it's how one starts a conversation on twitter or joins one.
- @ - **mention** – when you cite to reply to a follow (ex. @walkmsdelval or @greaterdelms)
- **Upload photos:** Post a picture of you on walking! Let your friends will be more likely to give seeing you do the work.
- **Walk MS logos:** Promote the walk using our logo. Find them here
- **Twibbon:** Add this to your profile picture and show your followers, you support the MS Society!

- **Use at least ONE hashtag (and no more than three) every time you post. Here are some you will most definitely use:**
  - #WalkMS2013
  - #WalkMS
  - #JointheMovement
  - #multiplesclerosis
  - Or Create your own! Like #KickMStothe curb #MSmightystrong
  
- **Recognize your donors:** If a follower donates to you, be sure to mention them in your status! Just type @ + their name, it will then show up in a drop down box.
  
- **Days of the Week:**
  - **Monday** – Use #MSMonday when postings on Mondays
  - **Tuesday - #charitytuesday** it's a hashtag that nonprofits use to get their message out. Use this and be sure to mention us @mscityshore
  - **Thursday - #thanksthursday:** Use this hashtag and mention "@" any of your donors or sponsors.
  
- **Given Twitter's length limit, each character in a tweet is key.** Rather than tweeting unwieldy URLs--which can run 120 characters in length--condense your URLs with a URL shortener before you tweet them. [Bit.ly](http://bit.ly) and is widely recommended for Twitter use.

Sometimes, you really do need all 140 characters to get your point across in a tweet. But other times, it's worth leaving some extra room (around 20 characters) to make your post more share-able. Alternately, if you are tweeting several 140 character posts in a row that are all part of a single thought or theme, alert your followers that the tweets are part of a series by including "1/3" or "2/3" in the tweet.