

SOCIAL MEDIA TIPS

Social media is changing the way we communicate and interact with one another.

It allows you to share your story and engage with followers on a widespread, yet personal level. By using social media to fundraise for your event, you can turn cause-driven interest into action and ultimately donations. You're fundraising for a great cause; let others know they can be a part of your fundraising experience!

Follow these tips to boost your personal fundraising efforts on social media:

USE PICTURES

Photo posts get 87% more engagement than links, videos, or text-based updates. When promoting your event, consider using a picture from a past event or of a special attendee.

INCLUDE THE LINK TO YOUR FUNDRAISING PAGE

Make it easy for followers to learn more about your event by including the link to your personal fundraising page in any social media post.

KEEP IT SHORT

People like to scan Facebook. Posts with 250 characters or less are recommended for higher engagement. The maximum number of characters you can post on Twitter is 280. Posts that ask a question get 100% more comments than standard text posts!

BE RESPONSIVE

When people comment on your post or ask questions, be sure you reply in a timely manner. Don't be afraid to ask a staff member from the Cancer Center if you don't know how to respond correctly.

BE CONSISTENT

The more regularly you post, the more opportunities you have for connecting with people. Setting a schedule for posts can be helpful. Engagement rates on Thursdays and Fridays are higher than any other day.

ENCOURAGE SHARING

Expand your network by asking friends and family to share your posts or retweet your messages.

SAY THANKS: When your friends donate, post a thank you and tag them.

It can propel others to give when they see a friend giving. The message will reach people in their networks, inspiring others.



TAGGING

Tag the Cancer Center, Cancer Services or any notable person involved in your posts. This will then display your message on their page, too. Hashtags are key! Using hashtags enables other people to join the conversation or find information on it quickly.

TAGS

Facebook:

Mary Bird Perkins Cancer Center
@mbpcc

Mary Bird Perkins Cancer Center in Baton Rouge
@mbpcubr

Terrebonne General | Mary Bird Perkins Cancer Center
@mbpcchouma

Mary Bird Perkins Cancer Center in Covington
@mbpcccov

Mary Bird Perkins Cancer Center in Hammond
@mbpcchamm

Mary Bird Perkins Cancer Center in Gonzales
@mbpccgonz

Mary Bird Perkins Cancer Center in Natchez
@mbpccnat

Cancer Services
@cancerservicesofgbr

Instagram:

Mary Bird Perkins **@mbpcc**
Cancer Services **@csgbr**

Twitter:

Mary Bird Perkins **@marybirdperkins**
Cancer Services **@csgbr**

CONNECT WITH US

We love social media. Like & follow our handles! Tag the Cancer Center and Cancer Services in your posts and mention us when you can!



facebook.com/mbpcc



instagram.com/marybirdperkins



twitter.com/marybirdperkins



linkedin.com/company/mary-bird-perkins-cancer-center



MARY BIRD PERKINS
CANCER CENTER™