

# Cystic Fibrosis why we connect

## How to raise awareness of your event on social media

The more you shout about your fundraising event, the more awareness you can gain and social media is a perfect way to do this! It's free, has many platforms and gives you the power to send a message all over the world (if you do it well that is!)

We've pulled together some pointers on how you can use social media to its advantage when promoting your fundraising event.

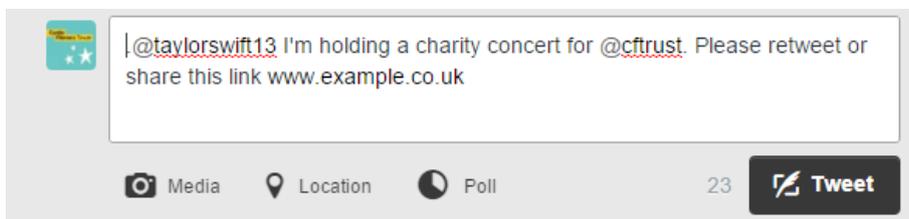
**Events and fundraising enquiries:**

**t: 020 3795 2176 or e: [events@cysticfibrosis.org.uk](mailto:events@cysticfibrosis.org.uk)**

### Twitter

Twitter has more than 300 million active users worldwide and although it only allows you to post 280 characters at a time, it can be a great way to raise awareness. Anyone and everyone is on Twitter from big brands and celebrities to schools and community groups. Reach out to them!

■ **Try your luck and tweet a celebrity.** You never know, he or she may see it in among the hundreds of mentions they receive a day. They just might retweet you, meaning that their many followers could see it too. See example below:



■ **Find your local MP, council, mayor etc.** on social media and send them a tweet. He or she may be able to give you the support you need at a local level

■ **Keep an eye on trending topics** across Twitter and consider whether you can tie in a post about your event with one of these topics. For example – #CharityTuesday might be trending, use this as a chance to promote your event by tagging it on to your post

■ **And don't forget to use #TeamCF too** if you're doing a challenge event!

■ **Upload an image where possible** – tweets with an image have 5 times the engagement rate of those without

■ **When sending a tweet directly to someone it's good not to start with the @ handle** as no one else can see it unless they follow both of you. Either start with a full stop or tag the person/brand later in the tweet

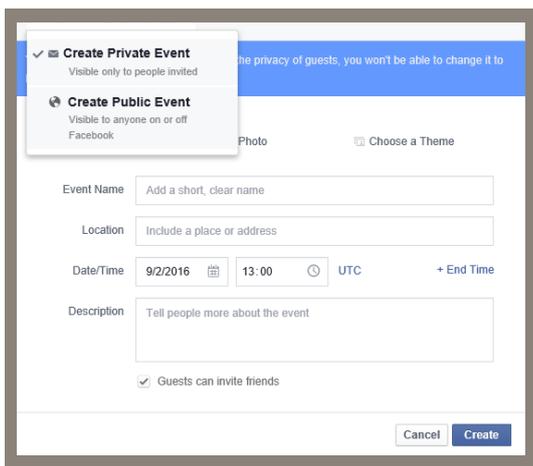
■ **Don't forget to mention your local schools and businesses** – they often are keen to share your news and can provide great support

■ **Don't forget to tag @cftrust** in your tweet so we can see what you're up to! We get hundreds of tweets a day, so might not be able to share them all but we love seeing what's happening!

## Facebook

From creating an event page, sharing images and videos and posting your donation page there is plenty you can do to spread the word on Facebook:

■ **Create an event** – Depending on the type of fundraiser you're hosting you can create an event to invite people to and raise awareness. This can be made private or public depending on how big you want to go with it and will be somewhere you can provide updates on your fundraising progress and event details.



The screenshot shows the Facebook event creation form. At the top, there are two options: 'Create Private Event' (Visible only to people invited) and 'Create Public Event' (Visible to anyone on or off Facebook). Below these are fields for 'Event Name', 'Location', 'Date/Time' (set to 9/2/2016 at 13:00 UTC), and 'Description'. There is also a checkbox for 'Guests can invite friends' which is checked. At the bottom, there are 'Cancel' and 'Create' buttons.

■ **Images – Upload an image where possible.** As with Twitter, there is a higher engagement rate on posts that include an image. Images stand out more in busy timelines and feeds. Look at your own feed, it's easier to scroll past plain text than a post with an image or video. This might be a sweaty selfie as you train for your tough charity marathon or perhaps a funny meme or baking disaster - get creative!

■ **Links – Where possible, include a clickable link in any text,** this could be a link to our website to learn more about cystic fibrosis or your justgiving page – encourage people to sponsor you!

■ **Share, share, share** – More and more news is spreading through the power of sharing on social media. Encourage your friends to share your post and tell others about your efforts, it's simple!



## Instagram

Instagram is currently the number one social media platform with 400 million active users worldwide. Instagram allows video and image photo sharing and although completely visual there is still things you can do to promote your event:

■ **Think outside the box** – What images will catch peoples eye? Whether it's all your baking ingredients or a muddy pair of trainers, think of the images that tell your story

■ **Keep it relevant** – make sure the images you upload are relevant and of good quality – smudged images or blurry faces don't help with engagement

■ **Tag** – Like Facebook and Twitter you can tag your friends and family in posts... so don't forget to hit the tag button to up your likes and comments

■ **Captions** – Keep your captions short but let your personality shine and remember to reiterate why you're fundraising and what people can do to help

■ **Hashtags** – Hashtags are a great way to help people interested in the subject to find your content, so don't forget to add #cysticfibrosis #fundraising or any relevant topics

■ **Links** – Unfortunately, Instagram doesn't let you click on a hyperlink unless it's in your bio, but this does not mean that you should avoid using them. It is good to list the link to your fundraiser in each photo caption or in a comment. It also doesn't hurt to say 'fundraising link in bio' as an alternative

