

# How To Maximize Social Media

## SunriseWALKS - Long Island • June 10, 2018



HELP GIVE SUMMER BACK TO CHILDREN WITH CANCER

**#SunriseWALKS**

**@SunriseDayCamp\_LI**

### SHARE YOUR STORY

Tell your network why you are participating in SunriseWALKS and raising funds for Sunrise Day Camps. Your story can be a personal experience or one that demonstrates why Sunrise is important to you. Whether or not you are personally affected by Sunrise, it is important to illustrate your personal connection to the organization. Use pictures, videos and quotes to make it more personal. Sharing your own experiences is key to engaging your social networks so they will support your team.

### ACKNOWLEDGE YOUR SUPPORTERS

When you receive a donation from someone in your social network be sure to acknowledge them publicly by tagging them in a post and thanking them for their donation. This will show your appreciation for their support and can start a chain reaction amongst your peers.



### STAY ORIGINAL

Be sure your posts vary in content and are not too frequent so that they retain your network's interest and engagement. Creating a posting schedule is a great way to stay on top of your social media content and frequency.



### CALL TO ACTION

Social media posts should have a call to action and a link for the readers to click, either to your personal fundraising page if you are asking your reader to donate, or to our website's registration page if you are posting to recruit team members.

### SHARE

Be sure to follow @SunriseDayCamp\_LI on Facebook, Instagram and Twitter and share, like and comment on our posts.

Also be sure to check out our **Social Media Ideas** button

**[www.sunrise-walks.org/LongIsland](http://www.sunrise-walks.org/LongIsland)**



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