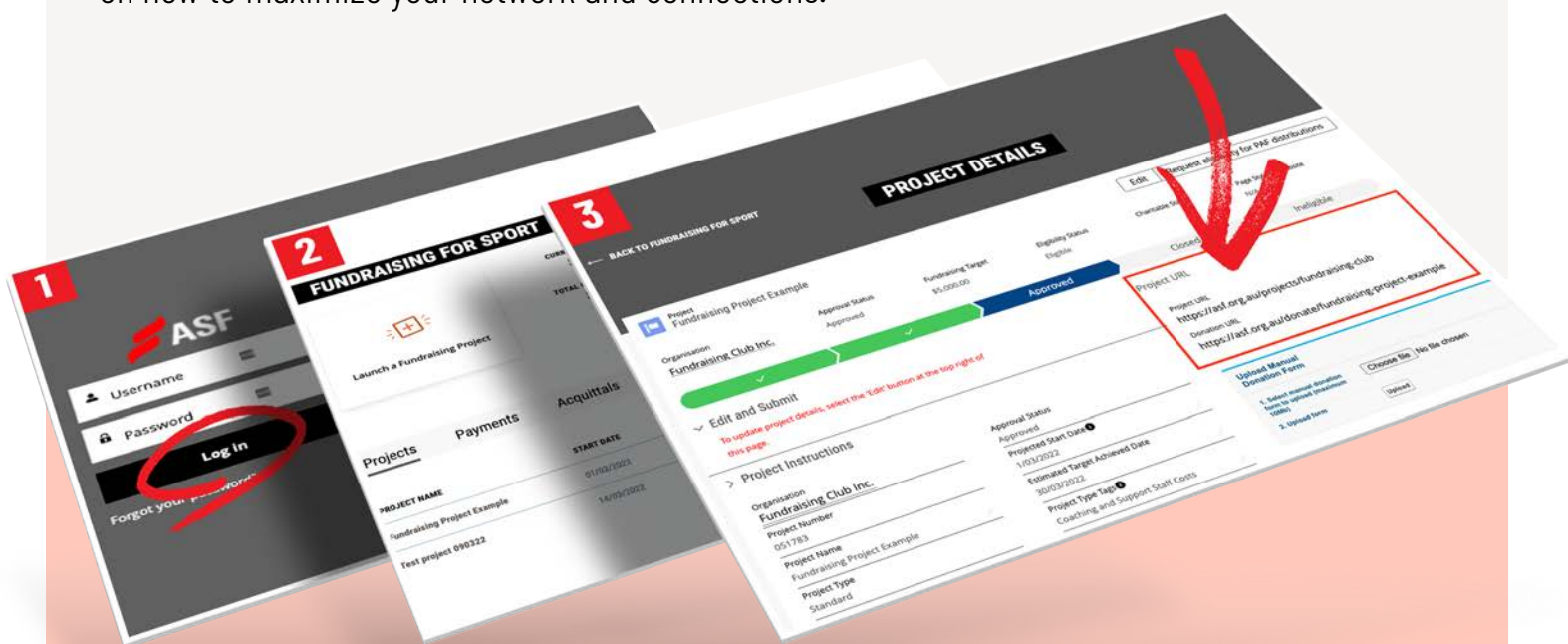


# USING SOCIAL MEDIA TO PROMOTE YOUR FUNDRAISING CAMPAIGN

Social Media can help get your fundraising campaign to more people than you can imagine. Here are some tips on how to maximize your network and connections.



## FINDING YOUR CAMPAIGN URLS

Sharing your fundraising page is a great way to promote your campaign on social media channels, where word counts are limited and attention span is short. Here's how you can find your fundraising project page URL:

- 1** Log in to your fundraising portal.
- 2** Click on the 'Manage My Fundraising' tile.
- 3** In the Projects tab, click on the campaign name. You'll see your Project URL on the right.

## **FACEBOOK TIPS**

Facebook is a great platform to share donation links, and include some attention grabbing detail about your fundraising campaign.



Copy and paste your campaign page into a new status, and Facebook should automatically populate a clickable image.



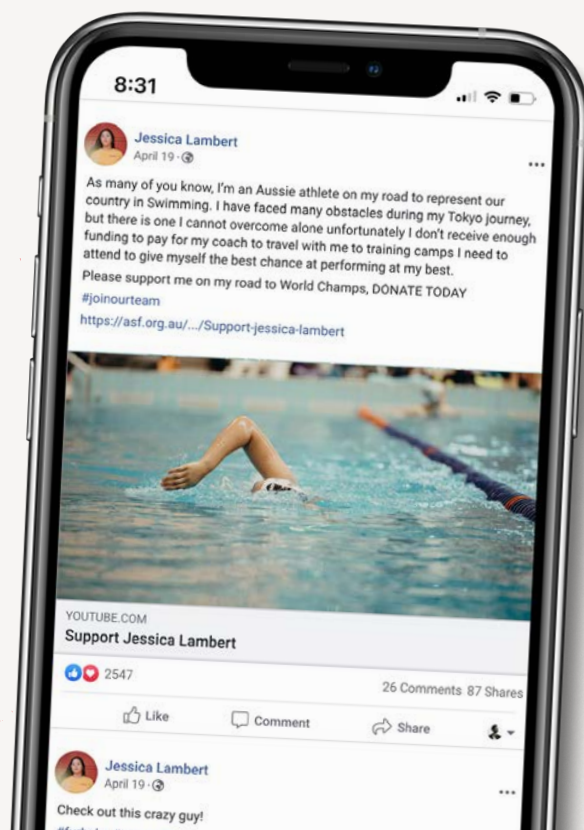
Use @ and tag some of your supporters, your coach, team or the club you represent to increase your reach!



After the clickable image has appeared, the link in your status can be deleted. This link should be replaced with a few sentences to draw the attention of potential donors and motivate them to click through to your campaign page for more details.

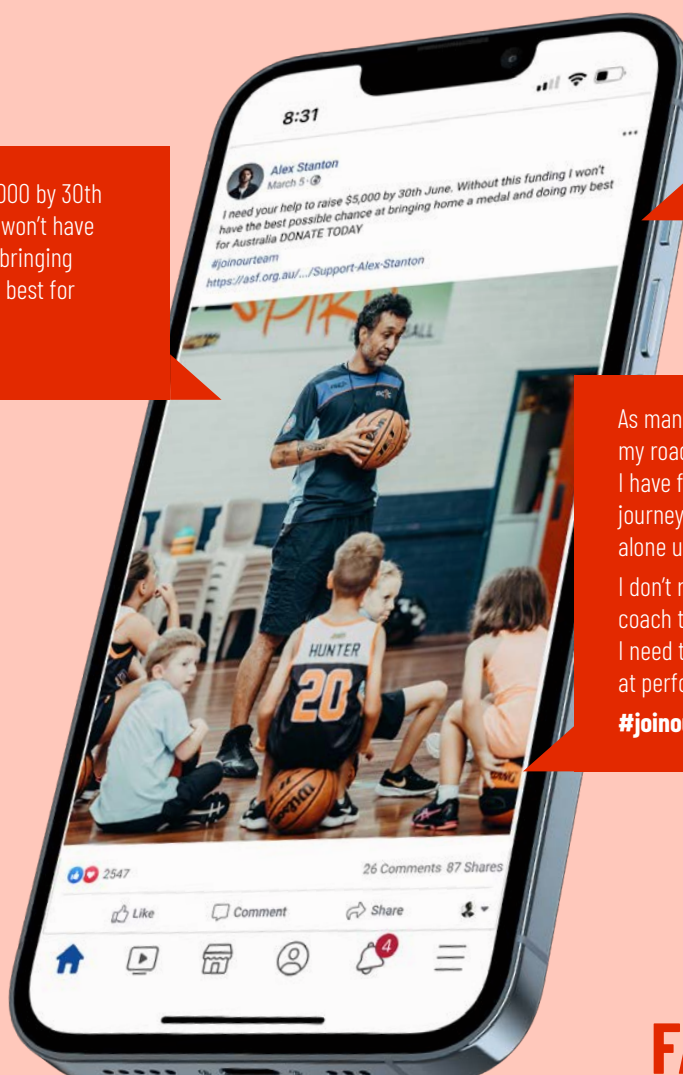


Even better, upload a quick video of you talking about your fundraising campaign and asking for support!



I need your help to raise \$5,000 by 30th June. Without this funding I won't have the best possible chance at bringing home a medal and doing my best for Australia DONATE TODAY.

**#joinourteam**



Please support me on my road to World Champs, DONATE TODAY.

**#joinourteam**

As many of you know, I'm an Aussie athlete on my road to represent our country in <<sport>>. I have faced many obstacles during my Tokyo journey, but there is one I cannot overcome alone unfortunately

I don't receive enough funding to pay for my coach to travel with me to training camps I need to attend to give myself the best chance at performing at my best.

**#joinourteam**

**MORE  
EXAMPLES FOR  
FACEBOOK POSTS**

## X TIPS

Here are some examples of a short sentence with a link to your campaign page to provide more information:



After adding a link to your tweet, you will have about 257 characters left to play with.



Use a website like bitly.com to shorten your project page URL.



#Hashtag some relevant words like your #sport and #donation.



An image can be added along with a link, but the link is the most important content to include.



Superdude  
@Johnfitness52



I am faced with financial obstacles on my sporting journey- donate today and help me achieve greatness for our nation

<http://ow.ly/2tqC301gYYg>

#donation



7:35 PM • Oct 5, 2020



Superdude  
@Johnfitness52



Support me on my road to the Olympics - your donation is tax deductible and will mean I can focus on achieving my best

<http://ow.ly/YJjK301gYtk>

#donation



7:35 PM • Oct 5, 2020



9:41

Tweet

You Retweeted



Jane karov  
@janeruns

Support me on my road to the Olympics - your donation is tax deductible and will mean I can focus on achieving my best

<http://ow.ly/YJjK301gYtk>

#SupportJane2022



Tweet your reply



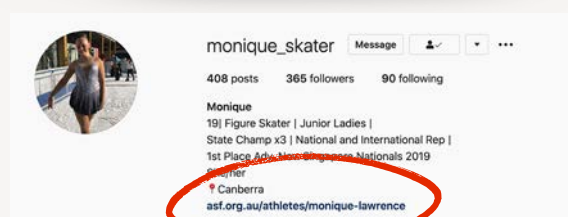
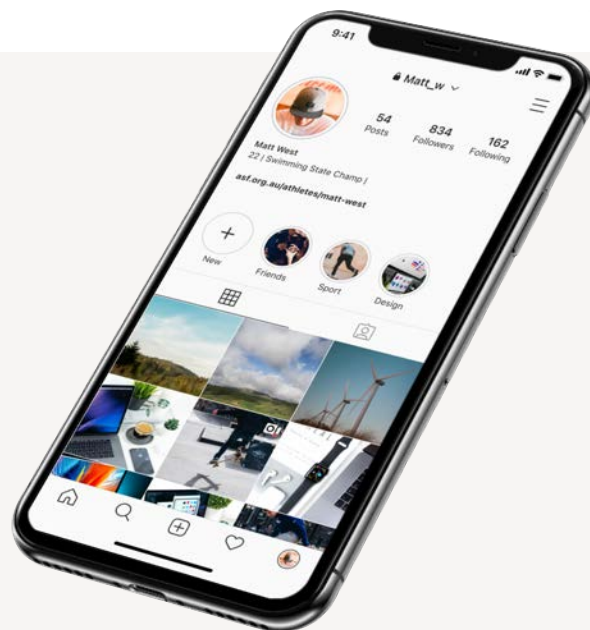


## **INSTAGRAM TIPS**

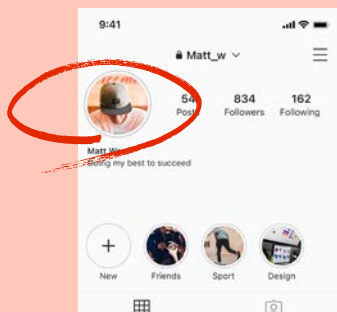
It's all about the images.

Instagram is a great social media platform for images, but not for sharing links. When a link is added into the caption of an image, it is not clickable and the potential donor cannot copy and paste the link into their web browser. This means, the only way a potential donor could follow a link you provide in a photo caption is by retyping the entire URL into their web browser.

A more successful way to share links on Instagram is to direct potential donors to a link in your bio. You can post a clickable link in your bio, and throughout your fundraising campaign you can refer to the link in multiple photo captions.

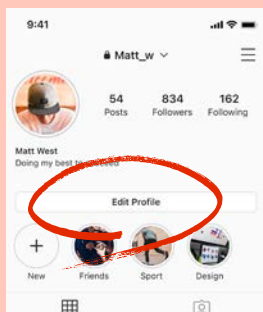


## **HOW TO ADD A LINK IN BIO**



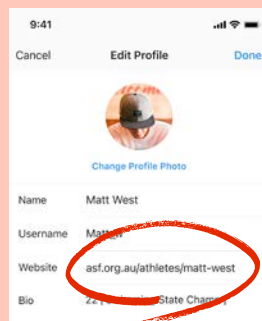
**1**

Tap profile or your profile picture in the bottom right to go to your profile.



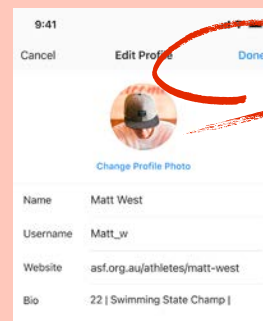
**2**

Tap Edit profile at the top of the screen, then tap Bio.



**3**

Write your bio and add the URL to your website.



**4**

Tap Done (iPhone) or Done (Android).

## **CREATING A QR CODE**

**1**

Head **HERE** to create your personal QR code

**2**

Copy your ASF project URL and paste it in the 'QR code generator' box.

**3**

Click 'Download'

**4**

Add your new QR code to posters or anything you are using to promote your project