

DetecTogether

Social Media Tips & Tricks



Determine your why

Take time to consider your “why” for running on Team DetecTogether. All of our charity athletes have powerful stories to tell, and identifying your motivation will help you create impactful social media content.

Plan ahead

Our days are busy! Creating a simple calendar or list of dates when you will post on social media will ensure that you maximize this effective fundraising tool. Prior to the event, we recommend posting once a week. Posting too frequently may tire people of your message, and friends may miss your message if you are not posting enough. As you get closer to the event date, you could consider posting twice a week. Be sure to include day-of and post-event dates as you plan. Some of your best content will be your event photos and a wrap-up/reflection post.

Consider your audience, use a multi-platform approach

When choosing which social media platforms to use, consider where your friends, family and colleagues typically engage with you. This might be Facebook for one group and Twitter for another. Be sure to post on all the platforms where you are active and have engaged followers. Many people think that Facebook is the only social media tool for fundraising, but we have seen some really awesome content (and donations) on other platforms like Instagram or LinkedIn. Are you active in Facebook groups? If so, consider posting there if the group allows it.

Start posting

Many people use social media to raise money for causes, especially around large events such as the Boston or New York Marathons. The sooner you start posting about your fundraiser, the better! Getting your message out early captures people before they have donated to others and allows you to have a well-planned social media approach.

Keep it short

You have several weeks to communicate about your fundraising efforts. You don’t have to cram everything into one post! The most successful social media content delivers the message succinctly. Multi-paragraph posts often aren’t read.

Vary your content

Start simple, introducing your fundraiser, the organization and invite people to check out your fundraising page. In the next post, you might get deeper into your “why” for participating. Following posts may highlight something specific about DetecTogether’s work (e.g. our firefighter education) or a “Learn From Others” story that resonates with you. Other content ideas include milestone updates (halfway there!) or thanking (and tagging) some of your supporters. You could even share their “why” for giving to your cause.

Use your tools

We’ve already done a lot of the social media work for you! Take advantage of the content provided in the Charity Athlete Toolkit. We have sample messages, graphics and videos that you can use as you fundraise.

Show your personality

Don’t be afraid to have fun with your social media fundraising! Let your personality show in your posts. One of our favorites was a charity athlete who had her golden retriever “take over” her Instagram account account for a day. Cute, fun content=donor dollars!

Link to your fundraising page

Seems like a no-brainer, but don’t forget to include your fundraising link in all of your posts. Even Instagram stories now allow you to include a link!

Tag us and keep in touch!

Tag DetecTogether! When you tag us on your posts or stories, we can see your content and share on our social media platforms! Keep in touch, let us know if you have great engagement (one of our charity athletes got a call from People Magazine!) and reach out if you have questions. We’re here to help!