



## Social Media 101

### Our social media manager says:

- **Get creative and make it personal:** tell your friends and family why you're fundraising for Holland Bloorview, and why Capes for Kids is important to you. You'll be amazed and motivated by the superheros in your life who will support you.
- **Share frequently!** Use social media to keep people updated on your progress. For example, you can post:
  - **When you register** to let your networks know you're doing this thing!
  - **When you receive a donation** – post a pic in a cape, and tag your donor
  - **When you are close to your goal** – try asking for a specific amount. If all your followers gave \$10 or \$20, how quickly would you meet your goal?
  - **When you meet your goal** – to say thank you!
- **Pull content** from the website to inspire and motivate your community: CapesforKids.ca or direct from HollandBloorviewFoundation.ca
- **Say thanks!** Gratitude is awesome.
- **Get Capes for Kids News!** Are you receiving our weekly fundraiser-only email? It's full of social media tips, impact stories, and ideas for you to use right away. Contact [kpetersen@hollandbloorview.ca](mailto:kpetersen@hollandbloorview.ca) to get on the list!

## Sample posts

### FACEBOOK

Show your social network what you are doing and inspire your online friends to support you!

- Sample post:
  - I'm joining forces with the heroes of Holland Bloorview! From March 5-11 I'll be wearing a cape (in public!) to raise money to create a world of possibilities for kids with disabilities through Holland Bloorview's Capes for Kids. You will be a true superhero if you can make a donation (any amount is much appreciated) – or join my team! *Add your page link here*

### INSTAGRAM

Instagram is a great way to showcase your #capesforkids journey and to encourage your online friends to join you. Share photos of everything you can think of, including trying on your cape and prepping.

And don't forget to share lots of photos when you are in your cape!

### TWITTER

Tell your followers, and ask for support! Be sure to include the link to your personal fundraising page and #capesforkids.

- Sample tweet:
  - Finally, 2 things I really love are combined: helping kids & wearing a cape in public @HBKidsHospital #capesforkids *Add your page link here*

### Questions? We're here for you.

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