



# Social Media

Social media is a great way to spread the word organically, at little to no cost. There are three phases when posting on social media: pre-during and post-event. It is important to be active on social media through all the phases.

PHASE	TOPICS	NUMBER OF POSTS	TIMELINE
Pre Event	Information about the event Encouraging participation Building excitement	1-3 per week Frequency can increase closer to the event	6-8 weeks prior until the event
During Event	Photos from the event Exciting announcements Share highlights of the day	3-5 per day	2 hours pre event until 2 hours post event
Post Event	Fundraising total Event Photos Thank you and Sponsor recognition	1-3 per week	Until 2 weeks post-event

## Social Media Platforms

There are many different social media platforms, and it is up to the event organizer to determine which channels best suit their marketing needs.



Facebook – The most popular option for event promotion. Facebook has great options and opportunities for advertising. Create a Facebook event for your fundraiser! You can invite people to attend, share the event and posts, and create momentum and excitement for the event.

How to Set Up an Event on Facebook:

<http://jcsocialmarketing.com/2014/09/promote-nonprofit-event-using-facebook/>



Twitter – Twitter is an online social networking service that enables users to send and read short 140-character messages called "tweets". Consider creating a hashtag for your event for people to share their experience.

This is a great article to learn more about Twitter:

<http://sproutsocial.com/insights/twitter-term-definitions/>

## Hashtags

On social media websites, a hashtag is, a word or phrase preceded by a hash mark (#), used within a message to identify a keyword or topic of interest and facilitate a search for it. Example: A hashtag HSC uses is #TeamHDCanada for our runs. Hashtags originated on Twitter, but now can be used across all social media!

Consider making a hashtag for your event. You could use a phrase or word to describe your event. For example, the Grand River Run could use #GRRRun4HD.

## USE OUR HASHTAGS!

#TeamHDCan

#HuntingtonHeroes

#HuntingtonDisease

#CureHD



**RESOURCE ALERT: Facebook Tips & Tricks Page**