



Social Media Support

Facebook

A Few Pointers

- Use the “Share on Facebook” option within your “My Fundraising Dashboard” to post to your page.
- “Like” Erika’s Lighthouse page and tag us on all of your event postings!
- Share your personal fundraising page with all of your event posts.
- Make a specific request to your Facebook friends. Ask for a certain obtainable amount or set a fundraising goal for them to reach and how far you are from that goal!
- Be sure to recognize your awesome donors by calling people out by tagging their name.
- Use our event hashtags (#):
 - o #ShineALight
 - o #GetDepressionOutOftheDark
 - o #Team Resilience

Sample Posts

Join me and <TEAM NAME> as we work together to Get Depression Out of the Dark! Register or donate to my efforts today! #ShineALight <INSERT LINK TO FUNDRAISING PAGE>

Only 2 weeks to help me Shine A Light! You can support my efforts today by donating \$250, \$100, or even just \$25! #GetDepressionOutOftheDark <INSERT LINK TO FUNDRAISING PAGE>

Twitter

A Few Pointers

- Twitter limits you to only 280 characters.
- Follow @Erikas_LH twitter feed.
- Share your personal fundraising page with every post.
- Recognize your awesome donors by calling them out and tagging their twitter handles.
- Shrink your address to fit into your character count.
- Use our event hashtags (#):
 - o #ShineALight
 - o #GetDepressionOutOftheDark
 - o #TeamResilience

Sample Posts

Help me Shine A Light! Donate today! <Short web address> @Erikas_LH #GetDepressionOutOftheDark

Join my efforts for the @Erikas_LH Shine A Light! Register today <Short web address> #GetDepressionOutOftheDark

Get Depression Out of the Dark by helping me raise funds for @Erikas_LH <Short web address> #ShineALight

Instagram

A Few Pointers

- Follow @erikas.lighthouse on Instagram.
- You can share a clickable fundraising link in your Instagram story or in your profile bio (#LinkInBio). Unfortunately, working links aren’t possible in a regular post.

- You can create a post asking your followers to donate and share the post with your link to reach a wider network.
- Stories are great to post often on, they don't flood your feed and you can take your followers on your journey to reaching your fundraising goal through your event, race, or campaign!
- Ask your friends to share your link or reshare your story to help reach a larger network.
- Use our event hashtags (#):
 - o #ShineALight
 - o #GetDepressionOutOftheDark
 - o #TeamResilience

Don't forget our other fundraising resources, tools and tips on your personal fundraising portal! You can access a whole suite of tools.

If you have questions or would like assistance with fundraising and social media reach out to:

Nick Crothers
Fundraising & Events Manager
nick@erikaslighthouse.org