**Social media: a beginner’s guide to fundraising**

Using social media is a great way to tell the world about your fundraising. But with 8000 tweets sent **every second** it can be tricky to stand out from the crowd.

Don’t panic! Follow our top tips and you’ll have everything you need to become a social media superstar.

* **Choose the right platform.** Instagram, Facebook, LinkedIn, YouTube…there’s loads of social media platforms out there and it can be tricky to know which ones are right for you. Here’s the low down on our top 3 social media sites for fundraising.

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|  **Instagram** | **Twitter** | **Facebook** |
| * **Say cheese.** Instagram is a very visual platform. Photos and videos are a great way to keep people updated on your fundraising and build anticipation for your event.
* **#ParkinsonsPower.** Communicate with people outside your followers by using hashtags (more on these later).
 | * **Spread the word.** Twitter makes it easy for people to share your message. Get your posts in front of a larger group of people by using hashtags.
* **Short and sweet.** More than any other platform, twitter works best when you keep your messages concise – and photos work great too!
 | * **Use your network.** If you have a Facebook account, you’ll probably have a ready-made community of friends and family to share your fundraising with.
* **Share your story.** Start a conversation and make sure you let people know what you’re doing and why rather than just asking for donations.
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* **What? Where? When? Why?** Tell your story. Let people know how and why you’re raising money to find a cure and support everyone affected by Parkinson’s.
* **Snap happy.** We love seeing your photos and videos - and your followers will too. They’re a great way to stand out on someone’s busy newsfeed.
* **Short and sweet.** Get people’s attention by using punchy language and make sure you have a clear way for them to donate.
* **#ParkinsonsPower.** A hashtag is basically a label that helps people find posts on a particular topic or theme. Using relevant hashtags can be a good way of getting your posts in front of people who wouldn’t normally see it – result!
* **Tag, you’re it.** You can also tag people in your posts using the ‘@’ symbol. It’s a great way to let someone – like us! – know what you’re up to. Just make sure it’s relevant to them and don’t spam big names in the hope they’ll share your post.
* **Celebrate your success.** Keep people updated on your fundraising. Let them know how the event or activity is coming together and make sure to celebrate once it’s finished.
* **Make it easy** for people to follow your journey by including links to your social media pages on any external websites you have, like a blog or fundraising page.
* **And last but definitely not least…**let us know about what you get up to! Tag us using

  @Parkinsons.UK  @ParkinsonsUK  @ParkinsonsUK