

# Social Media Ideas

SunriseWALKS - Long Island • June 10, 2018



HELP GIVE SUMMER BACK TO CHILDREN WITH CANCER



## FACEBOOK OR INSTAGRAM LIVE

“Going Live” is a great tool to engage your followers in real time. Host a raffle, participate in a Q&A, or go LIVE at your team meeting or fundraiser to increase excitement amongst your followers.

## INSTAGRAM OR SNAPCHAT STORY



Post a fun, creative and engaging story to reach more followers. Stay original so people continue to watch and direct them to our website.

## FOLLOW, TAG, AND SHARE

Be sure you are following @SunriseDayCamp\_LI. Tag your friends in our posts, share our posts to your personal accounts and always include your SunriseWALKS URL to direct your followers to your fundraising page.

## POLLS

Ask your followers what they want to see. Facebook, Instagram and Twitter allow you to create poll questions for your followers to answer. This is a great tool to engage your audience.

## LINKEDIN

Build direct relationships with your connections. Posting about your participation in SunriseWALKS can help raise money and recruit walkers or volunteers for the event.



**#SunriseWALKS**

**@SunriseDayCamp\_LI**

**[www.sunrise-walks.org/LongIsland](http://www.sunrise-walks.org/LongIsland)**

For more information,

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