

Walk for Autism

2017 



How to Use Social Media to Fundraise

Why Social Media?

Social Media is about connecting, creating, and communicating. We connect individuals by creating a community within the space. These communities allow users to make a connection to one another, to a cause, and to their passions. In today's digital world, social media is one of, if not the most ideal way to be heard and helps in keeping track of upcoming social events, world events, etc. Social media serves as a key asset in helping businesses, companies and organizations grow. Once users have connected via social networks, they can begin to communicate with one another and share important, relevant information. Walk for Autism participants can connect with their friends, family and potential supporters to effectively increase awareness, inspire new members, and encourage others to donate. You can link your personal FirstGiving page (online fundraising website), with your Facebook and Twitter accounts. Instructions on how to start a FirstGiving page are available at kelbermancenter.org.

Facebook

Facebook is "a social utility that helps people communicate more efficiently with their friends, family and coworkers." The Facebook platform is inherently viral, making it easy to share important news, events, pictures, and more with all of your friends with just one click. Sign up for a Facebook account at facebook.com. Use your real name so that you can find people and be found by your friends easily. Upload your custom optimized profile picture to promote your team and spread the word about the event.

Depending on recruitment and fundraising goals, it could be beneficial to create your own team fan page on Facebook. Pages allow other Facebook users to "become a fan" of your team without having to be your friend on Facebook. To create your page, go to facebook.com/advertising/?pages and click the green button to "create a page." Select the "Non-profit" category under "Company, organization, or institution" and fill in your page name. We suggest a title that includes both your team name and the name of your walk, as well as one without a date so your fans will stay with you year after year (ex: We Walk for One we Walk for All — Oneida Walk for Autism). Fill out the information tab, upload your custom optimized profile picture and you're ready to go! If you've created both a personal account and a team fan page, your fan page should be fully accessible to you as long as you are logged in. All posts made from your personal account to your fan page will appear as posts from the team/page itself, while posts to your personal profile will appear as posts from you.



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Twitter

Twitter enables you to send short, 140-character updates about anything to anyone “following” you (Ex: Walk for Autism supporters). The character limit makes Twitter one of the most mobile and portable social networks, as users can easily send and receive updates. These updates are referred to as “tweets” and are searchable through Twitter search, allowing you to find people talking about your interests in real time. Sign up for a Twitter account at twitter.com. Once logged in, find out if any of your friends are already on Twitter and start following them. You can also follow the Kelberman Center Twitter feed at twitter.com/kelbermancenter. You’re ready to start tweeting!

Helpful Tips:

- Tweet links to important (relevant and factual) articles, updates about your personal and team’s fundraising efforts, short stories of your experiences in previous years, your fundraising progress and links to donate, and information on how to join your team.
- Go to search.twitter.com and search for keywords like “Autism” and “Kelberman Center” to see what people are saying. Use the “Advanced Search” feature to limit your returns by geographic location to ensure you are only viewing conversations happening in your community.
- Join in the conversation by replying directly to users using the “@” symbol immediately before their twitter name. – Ex: “@JonSmith Would you be interested in trying this year’s Mohawk Valley Walk for Autism? Our team is meeting Thursday for coffee!”
- A “hashtag” is an often used topic marker on Twitter created by placing a “#” symbol immediately in front of your marker (ex: #kelbermancenter, #walkforautism, #wewalkforall). Search for and use relevant hashtags in your own posts to contribute to existing conversations.

Instagram

Similar to Twitter and Facebook, Instagram engages users with a more visually appealing approach. You can edit, add a location to and post in place of a generic status update. “Filters” create different effects to enhance the pictures you post. You can also add captions with hashtags. Instagram can be connected to Twitter and Facebook so your content can stream consistently. Sign up for an Instagram account at instagram.com. Set up a username and password. The magnifying glass icon is known as the “Discover” page. Here, you can see several trending hashtags and pictures. You can search different usernames and hashtags of top posts, people, tags and places. To find out if any of your friends are already on Instagram, you can go under Settings and sync contacts from Facebook and/or contacts already in your phone.

*Note: All steps for each platform can also be followed by going to the “App Store” on Apple devices or the “Google Play Store” on Android devices.

