

FOR EVERY  
CHILD IN  
DANGER

unicef   
UNITED KINGDOM

## SOCIAL MEDIA: LET'S GET SHARING

Thank you so much for deciding to fundraise for Unicef – we're delighted to have your support. When it comes to fundraising, social media is a great time-saver and a fantastic way to reach hundreds of people. It's also a brilliant opportunity to involve friends and family in your Unicef journey. Follow this guide to let everyone know that **you are doing something amazing for children in danger** and keep them up to date with your progress using social media.

### WHERE TO BEGIN

Stick with what you know

There are dozens of social media platforms out there: Facebook, Twitter, Instagram, Pinterest and Tumblr to name but a few.

Make sure you pick a platform that you are comfortable with and where you have a **strong reach**. Remember, it's not just your friends you can reach through social media; if they like what you post they can share it with their friends who can share it with their friends who could share it with their friends....helping you reach lots more people.

**Top Tip - make the big announcement**

**Let the world know what you are doing with your first post. Use a photo, video, a blog post or written message to share details about your adventure and how people can support you. The more attention grabbing the better!**

### WHAT WILL IT BE?

Facebook

**Update your status regularly.** This is a quick and effective way of keeping your friends up to date with how your preparation and progress with your challenge are going. Don't forget to include a link to your online fundraising page. A post a week is a good place to start.

**Post remotely.** Social media is getting easier to use by the day! You can now post remotely. You can still let people know where you are likely to be in your adventure and ask for their support by [scheduling your Facebook posts](#). This smart feature enables you to keep your friends and followers up to date and engaged with your journey.

**Stick a pin in it.** Make sure your JustGiving page is always at the top of your Facebook page by [pinning a link to it](#). If they can see it, they can donate!

**Start your own group.** Building a group is a great way of sharing your amazing fundraising work. Those who join the group are more likely to donate as they've actively shown an interest by joining. The other good thing about groups is that they act as a bridge to other Facebook users who you are not friends with, but who may well be interested in your story and therefore in supporting you.

**Keep it interesting.** People love to follow a story, so update them regularly with photos, videos, links and blogposts. Share how you feel about your training, about your event preparation, and about the whole experience in general. Pose for a photo in your Unicef gear, take videos of your training and share your experience with others to reel them in.

## Twitter

**Keep it punchy.** With just 140 characters at your disposal, it's important to make sure your tweets are clear, concise and heart felt. Remember a picture can be very powerful so try and add one to each of your tweets.

**Reach the right audience.** Use hashtags to share your tweets with Unicef supporters.

**A retweet can go a long way.** Increase your reach by asking your friends to retweet your Clipper Race posts. You could also try tweeting at people with large followings and asking for their support.

## Blogs

**Get creative.** With a huge variety of blogging hosts and platforms to choose from, you can experiment and get really creative with the way you share your experience. From Tumblr to Ghost to WordPress, find something to match your taste and that helps express your round the world adventure.

**Use your blogging community.** Find people who are blogging about similar challenges, or those who write about raising money for charity. Start a conversation by commenting on their posts, share your knowledge and learn from each other. It is likely you will find yourself a great supporter network.

## Instagram/Pinterest

**Picture book.** Tell your story by creating an account to log all of your photos and videos. Including snapshots of your fundraising is a great way of keeping people up to date with your progress.

**Visual 'thank you's'.** Posting personalised thank you photos and videos to your donors is a brilliant way of saying thank you and will encourage other people to support you. Show them how their donation could help protect children in danger by sharing or referencing our [price list](#).

**Top tip: don't forget a call to action**

**It's important to make it clear how people can support you. Always have a link to your fundraising page visible on your social media pages.**

## WHAT TO POST

### Photos

Pictures are a great way of letting your supporters know how your preparation and fundraising are going. They're also a fantastic way of giving an incredible insight into your journey. Upload pictures of your preparation or training and milestones as you reach them. Capture as much of your fundraising experience as you can and share your pictures using your chosen social media devices. You could even try a 'before

and after' photo to show the effects of being a Unicef fundraiser! To add a personal touch to your photos, try writing down a message or hashtag on blank pieces of paper and holding it up in your photo.

## Videos

Videos can be extremely powerful fundraising tools and are the best way to reach people you have never met and take your fundraising viral. It's important that you make your videos personal. Let people know how you are feeling, what you are experiencing and why you think it is important to protect children in danger.

### **Top tip: make a video**

**Videos are the most effective way to engage your audience. Pressing play is so easy and inviting, and watching a message is more fun, captivating and likely to inspire people to support you.**

## **DON'T FORGET TO MENTION....**

The key Unicef facts below are a great way of showing why your support is so important;

- Unicef operates in 190 countries round the world.
- We operate in more countries and help more children than any other humanitarian organisation. We do whatever it takes to reach vulnerable children, from stopping wars to trekking through the remotest deserts.
- Unicef provides vaccines for more than a third of the world's children.
- Unicef provides 80 per cent of the world's life-saving emergency food.

**Top tip: don't forget to say thanks to your supporters!**

**Using a different platform to fundraise? [Let us know what it is](#) and we'll send you some tips on how to make the most of it.**