

# SEATTLE PARKS FOUNDATION

## Social Media: Dos and Don'ts

#GiveBIG is a web-driven giving event. It's primarily advertised online and even has a hashtag built into the name! As such, it's important to use all the online tools available to us to ensure we are reaching donors and generating support. Here are some Dos and Don'ts for your #GiveBIG campaign!

### **DO:**

Use the hashtag #GiveBIG in all your #GiveBIG related posts! This includes all the lead-up posts you do starting with early giving and the week and day before as well.

### **DO:**

Start priming your audience for #GiveBIG the week before so folks are ready to start giving on April 19<sup>th</sup> when early giving and marketing starts. Try to post something about #GiveBIG once every few days during the week leading up to the day.

### **DO:**

If you mention Seattle Parks Foundation, be sure to tag us on Facebook at @SeattleParksFoundation, Twitter at @SeaParksFdn and Instagram at @seattleparksfoundation! If you do, we'll be able to see and reshare your posts to our audience, boosting views and responses!

### **DO:**

Get personal! Tell the (hyper-abbreviated) story of why you think your work is important and worth supporting. Explain what a donation would mean to your organization and what this revenue is going toward. Include a picture of yourself and/or your group (posts with pictures of people almost always perform better than any other image).

### **DO:**

Make sure other members of your group are sharing your project's posts. Build a system where after something is posted, an email goes out to the rest of your group so that everyone can go into their own Facebook/Twitter/Instagram profiles and share to their networks. This is the most reliable way to ensure potential donors and new supporters see your posts.

### **DO:**

Make sure you link to your Support-A-Partner project page in every #GiveBIG related post!

### **DON'T:**

Don't be nervous about over-posting or sharing too many things. There is always a torrent of posts on Facebook and Twitter, and your posts will be just drops in a bucket. It's important to be as loud as you can be on #GiveBIG to cut through the noise. It's not the day to overthink social media etiquette. (This goes for everyone in your group as well!)

### **DON'T:**

Don't stress out too much. Speak from the heart, include the #GiveBIG hashtag, and link to your page. Include images or video if possible. Do this once a day during the 2 weeks of giving, and you'll be good to go!