

SOCIAL MEDIA TIPS



1. MAKE IT PERSONAL

Introduce your teammates and share your Team's story. Tell your supporters why this year it's a Team effort for Terry!

2. POST OFTEN

Variety is key! Whether it's stories about Terry Fox, fundraising updates, or thanking supporters, post early and often. It can often take several asks before a donor supports your effort - don't quit!

3. SHOW, MORE THAN TELL

Record a video message and post everywhere! Keep it brief, personal, and authentic. Feel free to add any of our **2022 Digital Assets** to make it pop!

4. USE HASHTAGS

Use hashtags so supporters can find and share your posts - us included! Hashtags help your inspirational posts reach a wider audience.
#TeamUpForTerry #TeamsTuesday #ImNotAQuitter #TerryFoxRun



5. ALWAYS SHARE YOUR TEAM LINK

Post your Team URL on your feed (Facebook, Twitter, LinkedIn), and use posts/stories/videos (Instagram, TikTok) to direct supporters to the link in your profile.

6. SHOUT OUT YOUR SUPPORTERS

Each donation gives you a great reason to thank your donors. Your supporters will feel like a valuable part of your campaign effort. Tagging them will also help them share your campaign more widely.

"We took advantage of social media platforms and would post funny videos of our training and updates. I think people really enjoyed following along and the support was amazing!"

Team Captain Austin, Houghin N puffin it Goode