



Social Media Guide Relay For Life of South Philadelphia 2011

The more people are aware of an event, the more people are likely to attend. By increasing the attendance at **pre-event fundraisers**, you will increase knowledge of, donations to, and participation in Relay For Life of South Philadelphia. It can all start with your social media profiles!

Facebook

1. Make your own Facebook profile if you do not already have one by visiting www.facebook.com and filling in your personal information. Use your personal profile to promote Relay For Life of South Philadelphia pre-event fundraisers.
2. Search for “Relay For Life of South Philadelphia” and become a fan by clicking the “like” button.
3. Visit the “Relay For Life of South Philadelphia” profile every few days to look for any missed updates you can share with your friends. If you see a post from “Relay For Life of South Philadelphia” on your news feed or on the Relay profile, “like” it or comment on it.
4. Invite your friends to attend events created by “Relay For Life of South Philadelphia” on Facebook. Once you are attending the event, click “invite guests” on the event page. If you have created a team, encourage the members to invite their connections as well.
5. Include the events in your statuses by tagging them (using the @ symbol and then the name of the pre-event fundraiser) two to three days before the event. This gives your network the time to read up on the event and potentially plan to go, rather than seeing the event on your status for the first time when you are already there.
6. Before an event, post a status with information about the pre-event fundraiser to remind your friends to attend the event.
7. Download the Facebook application for your smart phone. Take pictures at the pre-event fundraisers and post “mobile uploads” while at the event. After taking the picture select the option to send to Facebook allowing you to post a “mobile upload.” Posting photos shows your friends you are enjoying supporting a good cause and may encourage your connections to attend the next event.
8. Use Facebook’s “check in” feature with your mobile phone when at a pre-event fundraiser. After logging into your mobile Facebook app, click the “check in” button at the top of the screen and add a few words about how much fun you are having. This feature also allows you to tag others you are with by selecting them from your list of friends. Connections will be able to see what you are doing, and it will raise awareness of each event.

Twitter

1. Make your own Twitter profile if you do not already have one by visiting www.twitter.com and click “sign up” to fill in your personal information. Use your personal profile to promote Relay For Life of South Philadelphia pre-event fundraisers.
2. Search for “@RFLSouthPhilly” and click the “follow” button to receive updates from Relay For Life of South Philadelphia.
3. Post statuses often, especially when there is new information available. Keep in mind Twitter limits you to 140 characters when you create tweets.

East Central Division ● Southeast Region ● Philadelphia Office
1626 Locust Street ● Philadelphia, PA 19103 ● t.215.985.5401 ● f.215.985.5343
24 Hour Cancer Information 1.800.227.2345 ● www.cancer.org

4. Re-tweet statuses posted by @RFLSouthPhilly often. To re-tweet a status, click the re-tweet button or copy the tweet and place “RT” in front of it, allowing you to add your own thoughts to the tweet.
5. Post the link to the Facebook event in your tweets so your connections can access additional event details, as well as choose to attend the event. Many links will be too long for the character limit, but you can utilize sites with URL-shorteners. Shorten the URL link with www.tinyurl.com or <http://bit.ly>, and then paste the new link into the tweet.
6. If the venue for a pre-event fundraiser has a Twitter profile, tag the location in your posts! Search for the venue name, such as Positano Coast restaurant (@PositanoCoast), to find the venue’s Twitter profile. Tag the venue by using the “@” symbol followed by the profile name. Not only do posts like this allow you to connect with the Philadelphia community, they help the venue receive publicity. You are creating a mutually beneficial relationship with the venue and they may also “re-tweet” your message to their followers, further spreading awareness about the pre-event fundraiser.
7. Tweet about the event multiple days in advance, and tweet about it when there are more details to offer! Also tweet a few reminders to attend prior to the event. The more the event is posted, the more people in your network are likely to see the information.
8. Download the Twitter application for your smart phone. Take pictures at the pre-event fundraisers and upload pictures while at the event. After taking the picture select the option to send to Twitter allowing you to post a picture. Show the fun you are having while participating in a philanthropic event.
9. While at the event, search for the event name on Twitter to find out if other users are Tweeting about the event. Re-tweet any statuses by users at the event, which will continue to spread information about the event. .
10. Relay For Life of South Philadelphia will create hash tags for each pre-event fundraiser. You can find out the hash tag for each event by searching the @RFLSouthPhilly profile for the name of the event connected with a “#” sign. While tweeting at the event, use this hash tag at the end of each tweet. This will allow your event to become a trending topic and will create a conversation among participants while encouraging others to attend future events.
11. After you attend an event, make sure you post again to emphasize the fun you had. You can continue to use a hash tag even after an event is over. Tweet to other connections that attended the event to recognize the people already involved.
12. Encourage your followers to re-tweet the Facebook event. The more people re-tweet, the more the message will spread!