



Social Media Guide **Relay For Life of South Philadelphia 2011**

Social media sites are a great way to keep in touch with connections, but these sites can also be an efficient way to spread the word about Relay For Life of South Philadelphia and its events. The following document lists suggestions on how *you* can utilize your personal social media profiles to benefit your Relay For Life of South Philadelphia team!

The following lists are **general tips** to use when promoting your team:

Facebook

1. Join or form a Relay For Life of South Philadelphia team by visiting www.phillyrelay.org and click on “Join or Form a Team” on the left side bar.
2. 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 your team.
3. Create a team page by visiting www.facebook.com/pages and click the “create page” button at the top of the site. Select the option for “organization” and enter your team’s name. After you have officially created the page, follow the step-by-step tutorial for getting your page set up with pictures, contacts and information. Invite all of your team members to “like” the page so they are able to share it with their connections as well.
4. Use the “share” button to post updates to your wall and your friends’ walls. Add your team page link to every status update so your connections can easily access your page to donate or register.
5. Create an event welcoming your friends and connections to join or sponsor your team. To create a Facebook event click on “Events” underneath your profile picture on the Facebook home page. Click on “Create an event” on the top of the page and fill in your team information. Since creating an event for this use does not have a specific date, use the day of Relay For Life of South Philadelphia, June 11, as the end date. Be sure to include as much information about Relay For Life of South Philadelphia as is available. Adding a personal message to the event may ensure all of your friends view the page when you invite them to attend. Once the event is created, select friends to invite.
6. Create a Facebook event for any pre-event fundraisers your team is organizing. Follow the same steps outlined above and add all of the information about your fundraiser. Adding a personal message to the event is also beneficial and may ensure all of your friends view the page when you invite them to attend. Once the event is created, select friends to invite.
7. Post pictures of previous Relay For Life events you may have participated in or post “mobile uploads” from fundraising events you attend prior to Relay For Life of South Philadelphia. To upload photos click on “photos” underneath your profile picture on the Facebook home page. Click “Upload Photos” and follow the prompted instructions to add pictures. To post “mobile uploads” download the Facebook application for your smart phone. Select the picture you wish to post and select the option to send to Facebook allowing you to post a “mobile upload.” This provides your friends with a visual of the cause and shows your involvement.
8. If you have teammates on Facebook, post statuses to initiate healthy competition among your team, which will show your “mutual friends” and connections the fun you are having.

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

A copy of the American Cancer Society's official registration and financial information may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania 800.732.0999. Registration does not imply endorsement.

9. Utilize Facebook's friend suggestions, listed under "People You May Know" on the right side of your personal profile, as a way to connect with people and pages you or your organization may be interested in.
10. If any of your friends sponsor you, join your team, or agree to volunteer, *thank them* with a status update on your social media profiles! Make sure to tag your friends (using the @ symbol followed by that connection's username) in posts.

Twitter

1. Make a Twitter account for your team! Use your team name as the username. If other team members have a Twitter profile, add all these users, as well as friends with a Twitter account by clicking "follow" on their profiles.
2. Show everyone the progress you are making with fundraising by tweeting regularly about your goals and accomplishments. Keep in mind Twitter limits you to 140 characters when you create tweets.
3. Use both your personal profile and the team profile to update. Using a team profile allows followers to learn about the team's accomplishments and goals, while using your own profile allows you to add a personal touch to your mission.
4. Follow local news sources, such as @PhillyInquirer and @citypaper, to be aware of current events. Be sure to pay attention to relevant events and articles posted by other news sources and Twitter users. By replying with comments or re-tweeting statuses, both available buttons underneath tweets, you are establishing yourself as a voice of influence on the subject and in the community.
5. Look at Twitter's "Similar To" profile suggestions or "Who to Follow" suggestions on the Twitter home page. The suggestions allow you to browse other users who share the same interests as you, your followers and/or common searches. You will be able to find users to follow who will be interested in your tweets and may re-tweet your messages to their network.
6. Use a variety of tweets to provide information, ask for donations, and promote events on behalf of Relay For Life of South Philadelphia. Be sure to tweet often! Unlike Facebook, you will not be able to tag an unlimited amount of friends. By tweeting frequently it is more likely your connections will see and respond to the posts.
7. Make sure the members of your team are "re-tweeting" by clicking the "re-tweet" button on your team's posts. Encourage them to check postings daily.
8. Utilize direct messaging to send messages to other Twitter profiles by clicking on the "message" button on a user's profile. If someone follows you, extend an invitation for him or her to join your Relay For Life of South Philadelphia efforts! By building a friendship, you may find yourself a teammate or a sponsor.
9. Tag teammates in your posts (using the @ symbol followed by that connection's username) that are doing a good job in reaching their goals. Users will have an incentive to reach their fundraising goals, to get their friends to participate and it will give new volunteers a reason to participate by seeing that you value your participants and sponsors.