

## Maximize Your Impact—Guide to Social Media Fundraising

Whether you are a digital native or you just joined Facebook today, fundraising on social media can be a bit of a headscratcher for most people. Follow this guide for best practices to increase your fundraising!

**Post Where Your People Are** If you have 5,000 Facebook friends and four followers on Twitter, fundraising through Twitter isn't likely to yield much success. Stick with the platform where the most family, friends, and colleagues will see your posts.

**Share Your Fundraiser on Facebook** It's simple to reach more people by connecting your Take Steps fundraiser to your Facebook page. Log into your Fundraising Center and on the 'Home' tab, click on 'Fundraise on Facebook'. Click continue on the next screen, then ok. Once this is done, Facebook will automatically post your fundraiser to your timeline and it will appear in your friend's newsfeed.

**Loop In Your Professional Network** Share your story, #WhyITakeSteps, and a link to your Take Steps fundraiser on your LinkedIn page. You never know who your post might resonate with. Encourage your coworkers to Take Steps with you and invite others in your LinkedIn network to participate as a corporate team or corporate sponsor.

**Brand Your Accounts with Take Steps** Change your profile picture to you in a Take Steps shirt, at the Walk, at Kickoff, or to the Take Steps logo. Every week or two, post an update on your fundraising progress, a patient's story or a research update from the Foundation.

**Always Be Tagging!** If you include popular hashtags and tag relevant people or companies, people following those people, companies and hashtags will potentially see it. Some suggested hashtags and tags include #WhyITakeSteps #TakeSteps #crohnsdisease #ibd #ulcerativecolitis @crohnscolitistakesteps on Facebook, @CrohnsColitisFn on Twitter and @Crohnscolitisfoundation on Instagram.

**Become a Star** You can easily capture compelling videos with the potential to raise more money than emails ever could. Utilize technology to share your story and ask for funds through a more personal medium. Include your fundraising page link in the comments or video title and encourage friends and family to share it too.

**Post Shareable Content** Adding some interest to your post, utilizing video or sharing a compelling patient story are great ways to encourage friends to share your post. The more people share it, the more people will see it. Don't forget to always include at least a photo, as sharing something visual captures people's attention.

**Don't Just Ask, Thank** Tagging people or companies in a thank you post is a wonderful way to recognize them for their support and promote their involvement to their social media networks.

Follow these easy tips and you'll be a social media fundraising pro in no time. Follow @CrohnsColitisFn on Twitter and @crohnscolitistakesteps on Facebook for content you can share with your own network.