

Social Media Tips to Promote Your Campaign

RettGive makes it easy to share your campaign with your community on social media channels, like Facebook and Twitter. This is the best way to raise awareness and build support from your community.

1. Share Your Campaign

Share your RettGive campaign on Facebook and/or Twitter at least twice a week and always remember to include a direct link to your campaign page on RettGive. We suggest using [Bit.ly](#) to shorten your links.

Your posts should be engaging, personal and should communicate to your network why you need their help. Encourage friends and family members to share on their Facebook and Twitter pages as well.

To spread the word, be sure to follow people you know as well as people in your local community. You can also use [Twitter Search](#) to find conversations about a cause or topic that might be relevant to your campaign. See what people are talking about and join or start a conversation.

2. Share Images

People love to look at pictures and watch compelling videos, so be sure to include relevant visuals in updates and tweets whenever possible. Twitter and Facebook add every photo you share to a photo gallery. Take advantage of this feature to tell a visual story that is relevant to your campaign. You can also invite contributors to post images and videos from your campaign and share on social media.

3. Increase Visibility with Hashtags

A hashtag is created by using the # symbol ahead of a word. It is used to mark keywords and categorize messages. It can also help your tweet get attention since anyone who does a search for that hashtag may find your tweet. Hashtags can be used to add color or personality to a tweet (like “#ReverseRett”) or it could be used to tie a tweet to a specific, broader topic (“#RareDisease”). Three (3) hashtags is generally the maximum number recommended per tweet.

3. Create a Perfect Pitch

If the press covers your campaign, you should share the article with friends and family. Here is a list of social media best practices for sharing coverage:

- Favorite, share or retweet coverage on Twitter and Facebook
- Tweet a “thank you” directly at the reporter and include the outlet and article link
- Follow the news outlets and reporters that covered your fundraiser
- Tag reporters and news outlets in tweets and Facebook posts with the “@” symbol
- Tag contributors and fundraiser beneficiaries in coverage updates with the “@” symbol
- Post media coverage as an update in your RettGive campaign and include sample social media posts for contributors to share on their own Facebook and Twitter pages