

4 WAYS *to Support* THE CAUSES YOU CARE ABOUT ON SOCIAL MEDIA

#1 HIT THE FOLLOW BUTTON

Be sure to follow your favorite organizations on all social media platforms. Staying up to date on the causes you care about is only a click away. Set your preferences to prioritize their posts in your personal feed.



#2 ENGAGE ON SOCIAL MEDIA

@Tag the Organization in Your Posts

Don't forget to tag the organization whenever you mention it by name! This way, your followers can check out their page and learn more about the cause.



Use Branded #Hashtags

Help your favorite cause become a trending topic on Facebook and Twitter. Use branded hashtags in your posts that link to an organization's current campaigns and events.

Like, Comment, & Share Content

Sharing is caring, and on social media interacting with your favorite causes is key. Like, comment and share an organization's content to show your support and spread the word.

#3 SHARE A PERSONAL STORY

Why is this cause important to you? What experience led you to get involved? Craft a compelling message to share with your friends and family on social media that tells the story of your commitment. Encourage others to share their own memories and experiences related to the cause. Get the conversation going!



#4 STAY ACTIVE

Participate in an event or fundraising campaign launched by the organization. Go to their social media pages or website to find opportunities to get involved. Facebook now offers the option to dedicate your birthday to raise money for your favorite cause. You can also leverage an upcoming holiday as a chance to ask your community to donate.



BONUS #5 DOCUMENT YOUR JOURNEY

Test out your photography skills at a fundraising event or related activity. Let your followers live vicariously through you by posting photos or videos detailing your involvement. If you are participating in a fundraiser, celebrate meeting your goals with your followers online. As always, remember to @tag the organization and include their branded #hashtags!

