SOCIAL MEDIA GUIDE

If you would like to promote an event, social media is a platform that will allow you to reach a wide audience easily and quickly. Making use of platforms such as Facebook and LinkedIn are an excellent way of reaching hundreds and perhaps even thousands of community members, providing you with an opportunity to inform and inspire them to support or attend your fundraiser. Instagram is a great way to share photos throughout your fundraiser, while YouTube can be used as a tool to share event videos once your event has finished.

To start, consider how you might use your own personal social media accounts to promote your events among your network. If you want to create a new social media handle, consider what might best represent your event across each channel. Using the name of your fundraiser is often best. Whatever name you chose to use, it should remain consistent on each social media channel.

Below you will find some tips and tricks for how to best make use of each social media platform once they've been created. If you have any further questions, please feel free to contact us to assist you. After all, you are in the process of organizing a fundraising event in support of our hospital, and we are deeply grateful.

Here are some samples of social media posts to help get the creative juices flowing:

Facebook

One of the best ways to promote an event on Facebook is to create an event page. Creating an event page will help generate some awareness, allowing you to invite your Facebook friends to attend. If they wish, those who are invited to attend may also invite their connections. If this is an event that will be happening more than once, perhaps yearly, you can create a Facebook group, where you and others can post updates, share information, and support one another in organizing.

When posting on your event page or promoting the event on your own social media platforms, remember to tag us **@ottawahospital** and use the hashtag **#SupportTOH** whenever possible.

Instagram

Instagram is a great tool to use to share photos of your event in real time. While your event is taking place, generate some excitement by posting photos and tagging attendees in each post. Encourage them to then reshare these photos on their own social media channels.

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LinkedIn

On LinkedIn, be sure to let all your followers know about the details of the event you are organizing. Share with your followers why this fundraiser is so important to you and encourage others to share their stories in return. With each post, consider making use of hashtags to help you reach a wider audience.

Make sure to tag @ottawahospitalfoundation and use the hashtag #SupportTOH whenever possible. We will then reshare news of your event to our followers to help spread the word and increase support.

YouTube

After your event, you are going to want to share with your community what a success it was. Make use of Facebook, Twitter, and Instagram to share great photos and videos, but don't forget YouTube. You can thank all who attended and supported your event by creating a video (don't forget to tag the video with keywords like TheOttawaHospital and SupportTOH).

Sending out a thank you message with a video after the event is also a great opportunity to remind participants about the incredible day it was, and if it's an event you plan to have again, this is a great way to start spreading the word early.

Remember, if you do plan to post video or photos of your fundraiser, be sure to post a sign at your event letting the participants know that you will be doing so.