# Bliss social media fundraising pack

## Getting started

### What platform should I use?

Choose the social media platforms that you already use and have the most followers on - this will help you reach lots of people quickly and easily, without the struggle of having to learn how to use a new platform.

### What should I post?

- **Tell your story.** Tell people what you are doing and why you are fundraising. Please only share what you are comfortable with – anything you post is public and has the potential to be seen by anyone. If you are fundraising on behalf of someone who has had a neonatal experience, please make sure to ask their permission if you share any of their personal details or photos.
- **Updates on your fundraising journey**. Share photos and videos of your training and how much you've fundraised so far. Remind people they can help you reach your fundraising target by donating to your fundraising page.
- **Share facts about Bliss and what we do,** and why you are fundraising for us (for example if you were supported by us). Find out more about Bliss on our website.

## Top tips

- **Post regular updates.** Not all of your followers will see every single one of your post. Make sure you post regularly to increase your chances of reaching more people and maximising your fundraising.
- **Keep it short and start with the most important information.** Remember on a mobile phone anything after the first few lines of text will be hidden under 'see more', so make sure you put the most important information in the first line. For example, 'I'm running in the London Marathon for @BlissCharity'.
- **Use photos and videos.** This will help to catch people's attention when they are scrolling on social media. Try and use high quality photographs or videos that are colourful, or show you doing something interesting (see examples below).
- **Use hashtags.** Hashtags are a great way to reach a wider audience of people interested in your fundraising. Make sure to find out what the official and popular hashtags are if you are taking part in an event, for example the London Marathon 2018 used #spiritoflondon

## Don't forget!

- **Ask for permission.** If you're using photos or videos that include other people, check they are happy for you to post it. If they are under 18 please make sure you check with their parents or guardians.

## Examples of engaging social media posts



daddy_to_triplet_girls • Following

daddy_to_triplet_girls So I've done it ... what a day! Thank you so much for all your messages firstly it really helped although I haven't read them all yet but I will! Secondly thank you to @mumma_to_triplet_girls for supporting me during my training and not moaning when I had to do my long runs! I've done 4 marathons now and she is always there for me and clapping and supporting me! Also my brother and his girlfriend and my dad surprised us with a visit and it was such a boost and great to see them! Running today was hard I managed the first 13 Miles in about 2 hours 10 but then the second 13 Miles my thighs gave up and it was a struggle! Anyway I came in at 4 hours 59 which is ok but considering I only decided to do it 8 weeks ago I'm pretty chuffed! Today was an amazing success and so

5,795 likes

APRIL 15

Add a comment...

> Collages are a brilliant way to show a variety of images – this dad combined photos of him during the race, as well as his family in Bliss t-shirts to really tell a story about why he was fundraising.

In aid of @Blisscharity, @kingsltd are hosting a family fun day on Sun 2nd Sept @ Fields Sports & Social Club (Bradford) from 1:30PM with live music, BBQ, kids fancy dress comp & more! Check out our web page for more information & to reserve your place



**Bliss Family Fun Day - 2nd Sept, Fields Sports & Social Club, BD7 4AY – King...**
Kings Community Support Committee has arranged a family fun day to raise funds for Bliss, for babies born premature or sick. There will be live music throughout the ...
kingsltd.co.uk

> This is a great example of keeping your tweets short and sweet with all the relevant information.

This fundraiser used an engaging photo of his son along with a playful caption to get some likes and donations.

## Platform specific tips

### Facebook

- [Pin a post](#) to the top of your page with a link to your fundraising page so that new visitors can always find it.

### Twitter

- [Pin a post](#) to the top of your profile so it's always visible.
- Remember that there is 280 character limit on tweets so keep it short and snappy!
- Tag relevant celebrities, local MPs, local businesses and bloggers in your posts. Tell them what you're doing and ask if they can retweet your fundraiser – or send you something that you could auction off like a signed t-shirt or product.

### Instagram

- Add a link to your fundraising page in your bio. Any website URLs you put in your posts won't work and can't be copied and pasted, so make sure you tell your followers the link is in your bio.
- Use Instagram stories. A very popular feature on Instagram, more people will discover and watch your stories than see your posts as they appear at the top of the homepage.
- Remember that the Instagram videos limit is 59 seconds and Instagram Stories limit is 15 seconds.