

Promote with Social Media



Thank you for hosting an event or fundraiser in support of the Arthritis Society

Top Tips for Promoting Using Social Media

1. Connect

Let your friends know you are hosting an event or fundraiser.

2. Ask for support

Whenever possible update your status and ensure you include a link to your personal page.

3. Tell a story

By providing a personal story, you are sure to connect with people who will want to support you.

4. Become a fan

Visit the Arthritis Society Facebook page and follow us on social media. You will get news updates and can connect with others.

5. Use photos

Upload photos that showcase your story or event.

QUICK TIP!

When tweeting your personal donation page URL, save characters by using bitly.com. Simply paste your URL, click, shorten and voila!



Sample Social Media Posts

I'm hosting an event to raise money to help my <dad/ mom/brother/sister...> and the over 6 mil Canadians living with the pain of arthritis. Pls support me! <INSERT LINK TO YOUR FUNDRAISING PAGE>.

6 million Canadians live with pain of arthritis. It doesn't have to be this way – help me make a difference by supporting me in <INSERT EVENT OR INITIATIVE><INSERT LINK TO YOUR FUNDRAISING PAGE>.

Please support me in <INSERT EVENT OR INITIATIVE>. Remember, every donation helps the over 6 mil Canadians living with the pain of arthritis. <INSERT LINK TO YOUR FUNDRAISING PAGE>

Only X months until <INSERT EVENT NAME>. Support me and help the over 6 mil living with arthritis. Please donate at <INSERT LINK TO YOUR FUNDRAISING PAGE>

Arthritis Won't Stop Me! Join my virtual fundraiser and help me raise money for the 6 million people with arthritis in Canada. Together, we can do so much – and have fun while we're doing it! <INSERT LINK TO FUNDRAISING PAGE>

Today, I'm proudly declaring that "Arthritis Won't Stop Me" by starting my own virtual fundraiser. And you can help fund life-saving research, education and advocacy too! Will you join me in my quest to raise \$XXX? <INSERT LINK TO FUNDRAISING PAGE>