

## Promote with Social Media

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

### 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 Arthritis Society Canada [Facebook](#), [Instagram](#), [LinkedIn](#), [Pinterest](#), [YouTube](#) or [Twitter](#) accounts and like, subscribe, or follow us! 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 fire of arthritis. Pls support me! <INSERT LINK TO YOUR FUNDRAISING PAGE>.*

6 million Canadians live with the fire 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 fire 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 the fire of arthritis. Please donate at <INSERT LINK TO YOUR FUNDRAISING PAGE>

Join my virtual fundraiser and help me raise money for the 6 million people with the fire of 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 fighting the fire of arthritis with 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>