

GET SOCIAL! TAKE YOUR FUNDRAISING TO THE NEXT LEVEL.

The following tips and information will help you leverage social media and make the most of your fundraising efforts.

MAKE THE MOST OF FACEBOOK

Facebook is your virtual bulletin board! Keep your Facebook community updated with your progress by sharing your event highlights, photos and fundraising goals. Don't forget to tag us in your posts (@heartandstroke) along with our hashtag, #MoreMoments.

Use your Facebook account to post key event information and promote your event.

We've put together a few basic posts to get you started. Update your cover or profile image to promote your fundraising efforts, then post a message on Facebook with a link to your personal fundraising page.

Need help finding your personal fundraising page link? [Click Here](#)

| Sample Post #1 (for individuals) | Sample Post #2 (for individuals) | Sample Post #3 (for event promotions) |
|--|--|--|
| I am fundraising for @HeartandStroke to help invest in the next medical breakthrough. My goal is [\$XXXX] because I want to help create #MoreMoments for all Canadians. Please help me reach my goal by donating on my personal fundraising page [insert your personal fundraising page link here] . | I am half way to my @HeartandStroke fundraising goal of [\$XXXX]. Help fund life-saving research and contribute to the 2020 goal of reducing Canadians' rate of death from heart disease and stroke by 25%. Please donate. [Insert your personal fundraising page link here] | [Insert the name of your event] , is a fundraising event for @heartandstroke! Help me fund the next medical breakthrough that can create #MoreMoments for all Canadians. Please contribute to my goal of [\$XXXX] on my personal fundraising page [insert your event fundraising page link here] |

A 'Thank You' post to your family and friends is always a nice touch to provide a recap of your fundraising journey. You can either send individuals a unique thank-you note or create a generic post or tag all those who helped you reach your goal in the post.

TWEET WITH HEART

Twitter is the place to find out what's happening right now. Twitter is a quick and easy tool for promoting your fundraiser to your social community as well as Heart & Stroke (@TheHSF). In 140 characters or less you can share your fundraising journey – tweet directly from your event or simply send quick updates on your goals.

Below are a few tweets to get you started– simply copy and paste to Twitter with an image and your personal fundraising page link. Don't forget to tag @TheHSF in your tweets along with the hashtag, #MoreMoments. We want to see your progress and promote your goals!

| Sample Tweet #1 (For individuals) | Sample Tweet #2 (For teams) | Sample Tweet #3 (For event promotion) |
|--|---|---|
| Help me reach my fundraising goal and create #MoreMoments for Canadians with @TheHSF by donating [insert your personal fundraising page link here] | [Insert fundraising team name] are fundraising for @TheHSF. Our goal is \$XXXX! Help us raise funds for @TheHSF medical breakthroughs [insert your fundraising page link here] #MoreMoments | [Insert your event name] is halfway to our @TheHSF fundraising goal! Help fund medical breakthroughs and create #MoreMoments. Donate now [insert your fundraising page link here] |

BE SOCIAL WITH INSTAGRAM

#MoreMoments

Instagram is the visual channel, catching attention from your followers with strong images and videos. Use this channel to build interest amongst your friends and family by sharing enticing visuals of your event or sharing the #MoreMoments message of Heart & Stroke by highlighting everyday moments that drive you to raise funds for life-saving research.

Tell your Instagram community why you are fundraising for the Heart&Stroke through visual storytelling.

Don't forget to tag us in your post - @TheHSF, use our hashtag - #MoreMoments

JUST WANT TO STAY CONNECTED?

Follow Heart and Stroke on Facebook, Twitter and Instagram

The Heart and Stroke Foundation regularly posts content on our Facebook, Twitter and Instagram feeds. We encourage you to share your experience with us using the hashtag #MoreMoments