

Social Media Top Tips

1 – FREQUENCY

Social media is like a plant, you need to water it regularly to see it grow!

Advertise your event and post regular reminders and / or countdowns as it approaches on your social media to generate interest in your posts – persistence really does pay off.

2 – PICTURES & VIDEOS

The biggest challenge on social media is to stop the scroll. A great way to do this is by adding pictures and videos to your posts.

If you're organising an event, why not share photos/videos of event preparation and then updates on the day.

If you're taking part in a challenge event, share your training journey. Share the challenging days as well as the good; it's great to celebrate that personal best, but it's also good to share the day you got drenched in the rain or got a blister. This will show people the true grit you're putting in and help get those important sponsorship donations

Top Tip: For challenge events; take a snap of your kit and race number the day before. Grab a pre-race selfie and a post event medal photo; these are all photos to post!

Top Tip: Instagram loves videos! Get creative and share those reels to maximise your reach and the likelihood of your content being seen.

3 – LINKS

Organising an event where people need to register or buy a ticket? Make sure every post includes this link in the text.

Taking part in a challenge event? Make sure every post includes the link to your JustGiving page.

Top Tips: Add your link to your social media Bio's – let everyone in your social circles know what you're up to!

4 – PLATFORMS

There's a variety of social media platforms to choose from, you can use them all, mix and match or just stick to one! It's important to remember when choosing your platform that they're all aimed at a different audience, so you will need to adjust your posts for them accordingly.

- **Facebook** – Great for sharing information and updates with your network in an informal way and creating a community feel
- **LinkedIn** – Great for sharing information that is more professional and informative
- **Twitter** – Great for sharing quick, short messages and engaging in wider conversations.
- **Instagram** – Great for sharing photos and videos

5 – THANK YOU

The power of a thank you!

When someone donates to your JustGiving page/ donates a prize for a raffle etc, make sure to thank them on social media and tag them. It's lovely for them to receive a thank you *and* more people will see it, which in turn encourages more donations/ prizes.

