Social Media is a fast and easy way to connect with donors. Participants have the ability to use various social media outlets to tap into a whole new network of people outside of your immediate contacts.

This guide will show you how to utilize social media outlets to their highest potential by connecting with donors, sharing your story and securing donations.

This user guide will teach you how to use the following social media outlets:

- LinkedIn – Page 2 & 3
- Facebook – Page 4 & 5
- Instagram – Page 5
- Twitter – Page 4

**TIP: USE HASHTAGS** on all social media platforms. Hashtags allow you to search what others are posting about topics that you are interested in and affiliate your posts with this group. Use at least ONE hashtag (and no more than three) every time you post. Here are some the chapter will use!

- #citytoshore
- #biketothebay
- #MuckFestMS
- #BikeMS
- #JointheMovement
- #multiplesclerosis
- #msactivist
“I sent large group messages to as many of my connections as possible. I made the message short, honest and funny while sounding like myself. It was a total win-win. It was a great donation effort and it ignited my LinkedIn network. For several weeks I had people looking at my profile, company and many opened up about their MS journey,”  - Matt Ray, Bike MS Top 250 cyclist

Join our group: [http://www.linkedin.com/groups/Bike-MS-City-Shore-Ride](http://www.linkedin.com/groups/Bike-MS-City-Shore-Ride). Here you can chat with other cyclists about fundraising, recruitment, riding tips and more!

**Best Times to Post:** 7am-9am/5pm-6pm (Peak Time Tuesday – Thursday)
**Worst Times to Post:** 10pm – 6am; Mondays & Fridays

**Additional Tips:**
Just as you would on Facebook and Twitter, LinkedIn also lets your post status and links on your profile. Use the status section as a way to let all of your connections know about your ride and fundraising goal.

**Sample post:** “I am participating in Zumbathon for MS for my 5th consecutive year. I am hoping to hit the $10,000 mark this year. Please help me get there!”

As Matt mentions in his tip above, direct messages allow you to connect with potential donors as well. You can use the template messages found in your Event Participant Center or you can create your own message as Matt did. Make sure you touch on the key points in your message:

- What event you are participating in
- When the event is
- Why you are participating in the event
- Your fundraising goal for the event
- A link to your fundraising page

See more on the next page!
**Projects**: One of the newest aspects of LinkedIn is the projects tab. Here you can let your colleagues know what you are working on in and out of work.

After you log in to LinkedIn, you will want to be in **EDIT** profile mode. Click **Profile** in the top toolbar, then **Edit Profile** in the drop down.

Once you are on your profile, you will scroll down toward the bottom until you see the **PROJECTS** header then click **+ Add**.

**First, name your project.**

**Since this is not part of your full time job, choose “Other”**

**Choose the date range; ex. “the month you registered”**

**Simply copy & paste your personal or team URL**

**If your teammates are on linkedin, add them here by clicking **+add team member**, then their name**

**Summarize WHY you ride?**

**Give it a once over, click **SAVE** and you’re done!**
“This year I want to put a real purpose behind my efforts. I am doing this to raise money for the National MS Society.” – John McArthur, Finish MS participant

Like US: Be sure to SHARE our posts with your friends!

City to Shore       Walk MS
Bike to the Bay     MuckFest MS     Zumbathon for MS
Challenge Walk Philadelphia Freedom Pass

Best Times to Post: Monday through Friday 1pm – 4pm (Peak Time 3pm)
Worst Times to Post: 8pm – 8am; Weekends

Additional Tips:

- **Boundless Fundraising Facebook Application** - Set automatic status updates with this app. [Log into your account](#) to set it up today. Having trouble? [Click here for a how-to guide](#).

- **Update your status**: Let your friends know about your training and fundraising. **When you post, add a link to your personal page and include a photo.**

**Tip**: If you ‘like’ the page of your Event, you can tag that page in your post. As you type the name of the event, it will appear below your status. Click the event name, to tag the event in your post, and have it show on the event page!

Examples of posts:

- **Share Your Personal Page**: If you keep your personal page updated (why you are participating, how long you have been participating etc.) this will draw more people to your page. Once they read your story, they will be more inclined to donate.

- **Update on your fundraising goal and status**: “I am at $890! I am just $110 shy of reaching VIP Status! Please help me reach my goal!” Don’t forget to attach your personal URL.

- **Share why you are participating**: “I’m running for my Aunt Jackie who was diagnosed in 2002. Please support me, so we can help her and the 14,000 people in our area with MS”

- **Update on your training**: “Went on an amazing 25 mile bike ride this morning! I am really looking forward to September now!”
Let your pictures do the talking! Post a picture/video of you training or at a team fundraiser. If you let your friends know what you are doing to prep for the event; they’ll be more likely to donate. You can also swap your profile picture and cover photos with our logos.

Recognize your donors: If a Facebook friend donates to you, be sure to mention them in your status! Just type @ + their name, it will then show up in a drop down box. Choose their name to tag them.

“Aside from fundraising I feel that I gained a Awareness as well. This disease literally chews you up and spits you out and this walk, this cause, this fundraiser gave me a voice and for that I am grateful,”
- Melissa Maiellano, Walk MS participant

Best Times to Post: Anytime!

Additional Tips:
- Post a picture of your team, you and the person you are participating for or a flyer for your upcoming event! Let your friends know you are training for the event; they’ll be work likely to give seeing you do the work.
- Edit your Instagram profile!
- Link to your Facebook and Twitter accounts here
- Update your URL to have it link to your event fundraising page
- Hashtags: See page 1 for examples
Best Times to Post: 1pm – 3pm (Peak Time Monday - Thursday)
Worst Times to Post: 8pm – 9am; After 3pm on Friday

“When using Twitter I have the best of both Facebook and Instagram combined! I can write a small description, post a picture, use hashtags and mention people in my tweets. Twitter allows me to re-mention things that the MS Society posts and even connect with people who I may not know personally, but want to help me fundraise!”
- Nicole Quigley, Walk MS and MuckFest MS participant

Follow Us: City to Shore Walk MS Greater Delaware Valley chapter

RETWEET: Share information with your Twitter followers. Be sure to retweet our posts to all your followers to keep them in the loop. You can also tweet to us by mentioning us in your Tweets. Not only will your tweet show on your Twitter feed, but it will show on ours as well.

- @ - mention – when you cite to reply to a follow (ex. @mscitytoshore or @greaterdelms)
- Hashtag – See page 1 for examples

Additional Tips:

- Let your pictures do the talking! Post a picture/video of you training or at a team fundraiser. If you let your friends know what you are doing to prep for the event; they’ll be more likely to donate. You can also swap your profile picture and cover photos with our logos
  - Show off your team! Post photos the day of the event and mention us in your Tweet. Others will see your participation and may want to join you next year for the event.
- Put a link on it! Add a link to your participant center in your About me section of Twitter. This will allow people to always have easy access to donate to you.
- Twibbon: Add this to your profile picture and show your followers, you support the MS Society! (Visit www.twibbon.com and search for ‘multiple sclerosis’)
• **Recognize your donors:** If a follower donates to you, be sure to mention them in your status! Just type @ + their name, it will then show up in a drop down box. Choose their name to tweet to them. This will then show in their Twitter feed for others to see.

• **Given Twitter's length limit, each character in a tweet is key.** Rather than tweeting unwieldy URLs—which can run 120+ characters in length—condense your URLs with a URL shortener before you tweet them. [http://www.bitly.com/](http://www.bitly.com/) and is widely recommended for Twitter use.

**Tip:** Sometimes, you really do need all 140 characters to get your point across in a tweet. But other times, it's worth leaving some extra room (around 20 characters) to make your post more share-able. Alternately, if you are tweeting several 140 character posts in a row that are all part of a single thought or theme, alert your followers that the tweets are part of a series by including "1/3" or "2/3" in the tweet.