



## **KENT CHARITY TREK**

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ORGANISED BY KENT SEARCH AND RESCUE

# **Fundraising Tips via Social Media**

Promote your page on social media to reach more and raise more.

## Facebook

The most popular social media platform. Be sure to tag your friends and ask them to share too.



## LinkedIn

You spend so much time with your work colleagues, they will know you better than many. Make sure to let them know you are raising money for a good cause.



## Twitter

Tweet to your followers, message celebrities and influencers who can help to ask for a retweet. Don't forget to use #KCT2020 and tag your charity in as well.



## Snapchat

Your snapchat story shows people what you are doing. Make a quick video explaining why you are raising money and what your chosen charity means to you.



## Whatsapp

The third most popular social media platform, message your groups and ask them to help.



## Instagram

Put your page in your bio and post images that show how your fundraising will help. Your Instagram story can help people connect to your cause. Don't forget to use #KCT2020 and tag your charity in as well.