



Registered Charity Number: 512387

Social Media Fundraising....top tips!

We have put together a brief guide on the dos and don'ts of fundraising and a general guide to social media fundraising. Fundraising across social media today is a safe, secure and vital way to secure funds from friends, family members, colleagues and associates that you perhaps don't see every day to ask personally for a donation. Your fundraising 'ask' can be shared across the world in minutes, all without leaving your house!

- **Facebook** is a great place to showcase photos and videos and information through text. Facebook live is a great way to share live, in-the-moment updates and events with your friends, especially since it's easily done with your smart phone. You can also create a personalised Facebook fundraising page or 'Donate Now' button in just a few easy steps. You are even able to set up your very own 'Facebook Event' page where you can invite your friends to join and then keep them updated about your event. All donations received come directly to us here at Compton. Don't forget to encourage your friends to share your post with their friends too. That way you can appeal to a larger audience by appearing in more people's timelines.
- **Instagram** focuses great photos to capture the moment, unless you want to create a live 'story' through video content. This is a great place to put a photo, but it's not as good for getting people to click through because you can't post links to your fundraising pages on Facebook or through JustGiving.
- **Twitter** is the place for short attention-grabbing text, but remember you only have 280 characters, however, it will take your followers to your personalised JustGiving page through a link. You can also encourage your followers to retweet your post with their followers too. That way you can appeal to a larger audience also.

Please always tag in Compton Care to all your posts, our handles can be found below:

- **Facebook** @ComptonCare
- **Twitter** @Compton_Care
- **Instagram**@Compton_Care
- **Tik Tok** @ComptonCare

For any questions about social media or engaging the press, please get in touch with your contact at Compton Care