

How to...

promote your fundraising
on social media



Social media is a great way to tell everyone about the amazing activity/event you're doing for Dementia UK and give your fundraising a boost. It can help you to reach a large audience and update everyone on how you're getting on.



Here are our savvy social media suggestions:

1. Getting started

It's best to pick social media platforms where you can get the greatest reach. Don't be afraid to share; people will want to know about the amazing things you are doing. **Top tip:** Get your friends and family to share your page – the more people who know about what you're doing the better!

2. Make it easy peasy to donate

Donate?



The easier it is for people to donate, the better chance you have of maximising the support you receive, so include the link to your online fundraising page in the post. (If you haven't already, set up your online fundraising page at www.justgiving.com/dementiauk) **Top tip:** Check the link works before posting.

3. Timing is key

Post frequently to keep your supporters updated, that way they see the progress you're making! You are likely to get the best response to your posts on weekends or after 6pm when more people are home from work. **Top tip:** Post around payday when people are feeling extra generous.



4. Jazz it up

To get lots of attention, you should add photos, videos or even a poll – this will increase the likelihood that people will interact with your fundraising. **Top tip:** Posts with multimedia attached get shown more often to followers. You don't want to bore people so keep it interesting, and to the point otherwise people might scroll past.



5. Inspire others

It's important to tell people who you are fundraising for and why you have chosen Dementia UK. **Top tip:** Let people know the difference their donation could make.



6. Being part of the Dementia UK team

Don't forget to tag us **@Dementia UK1** on Facebook, **@Dementia_uk** on Instagram and tweet us on **@Dementia_uk**. **Top tip:** You could use our hashtag **#DoitForDementiaNurses** on your post.



7. Thanks to you all

Always thank everyone as their support is vital. **Top tip:** By thanking people on social media it will bring more attention to your page.

Where to post?



Facebook – post regularly about your fundraising event with pictures and videos. Send personalised messages to friends and family, if someone feels like you've taken the time to ask them personally they may be more likely to support you. You can also create an event and invite all your friends at once.



Instagram – use your Instagram story to document the run up to your event. You can also tag your fundraising page in your bio.



Twitter – tweet about how you're getting on, and by using the Dementia UK handle, @DementiaUK, we can interact with you.



LinkedIn – reach out to different networks and let everyone know you are raising money for families affected by dementia.

Don't forget you can send your online fundraising page in WhatsApp groups and document your event on your Snapchat story too!

Any questions?

Get in touch with the fundraising team by calling **020 8036 5440** or emailing **fundraising@dementiauk.org**

We receive no government funding and rely on voluntary donations, including gifts in Wills. For more information on how to support Dementia UK, please visit **www.dementiauk.org/donate** or call **0300 365 5500**.

www.dementiauk.org

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