

Social Media to Maximise your Fundraising Potential

Use A Separate RDA Organisation Account Never Use A Personal Account!

When creating a social media account ask you yourself:

- What do you want this page to achieve?
- Who are my target audience?
- What story do I want to tell?
- What are my e-safety guidelines

<http://www.rda.org.uk/assets/E-Safety-Guidance-for-Participants-1113.pdf>

Use the power of what happens in your groups with disabled riders, the happiness RDA brings and the individual change. This is your story.

You are currently using social media to communicate with your group and potential donors. Now it is time to ensure that you are getting the most out of it.

1. Find out what RDA does to change the lives of your members and post this. Get quotes and pictures.
2. Post frequently, but only if it is relevant. Don't post simply for the sake of it.
3. Focus on one area of social media if limited resources
4. Keep it clear, concise and simple.
5. Use Instagram, short videos and keep sharing
6. Images with slogans and quotes overlaid
7. Get supporters on email as well, send out a newsletter
8. Stay current with other RDA groups and like their pages too
9. Set up an automatic link between all your social media so you only have to update one.
10. Share happy stories with smiling faces!

The Key to successful Facebook

- Attach a picture or video to all posts, don't just link. Picture posts do much better.
- When sharing a video, upload it to Facebook, don't just share a YouTube link. Facebook is trying to encourage use of its video functionality, so Facebook videos are more likely to be prioritised in people's feeds, and will auto-play as they scroll.
- Share things that are interesting and tell people something new. If it is not interesting, don't post it.
- Tag other companies and people, and let people know if you're sharing their content so they share the post too.
- Limit the text and create great pictures, graphics and video to capture people's attention with bold slogans.
- Promote your posts. Why not ask a friendly company to sponsor your Facebook campaign? You can then make your posts show up even in the feeds of people who have never heard of you and don't like your page yet.



The key to successful Tweets

- Engage with others as much as possible. Follow them, retweet them and reply to them (From an organisation account ONLY). Add pictures to your tweets. Pics are worth taking up the extra characters, they help your tweet stand out in the feed like a glowstick in a haystack.
- If you're talking about any organisation or person, check first if they are on Twitter and if they are, tag them.
- Understand your @replies. If you start a tweet with a username, eg @rdanational , the only Twitter users who will see that tweet in your timeline will be people following both your account and the account you're tweeting at. If you want everyone to see the tweet, simply rearrange it a bit to start with just a dot. Then anyone can see it!!

