



Social Media Guide

Social Media is a key component of successful fundraising! Through social media, you have the chance to bring people into your experience while also raising awareness about the cause. With an abundance of platforms to choose from including Facebook, Instagram, Twitter and LinkedIn there is no shortage of channels to reach your audience. This is a great way to ask for donations, recognize your donors and share your story. The more people feel like they're a part of your journey, the more they want to help.

BEST PRACTICES

- ➔ Share your personal fundraising link via Facebook and LinkedIn.
TIP: Instagram does not allow links in posts, but you can place your fundraising link in your bio instead.
- ➔ Always include a **photo or video** when posting.
- ➔ Use **Facebook or Instagram Live** to talk about what this event means to you.
- ➔ **Tell your story!** Let others know why (and how) you're participating and inspire others to join you.
- ➔ Tag **@missingkids** in all of your posts. We'll be looking for posts to highlighting on our platform!
- ➔ **Use Your Manners!** Thank donors publicly using social media.
- ➔ **Use Hashtags!** This helps the NCMEC fundraising community keep up with your hard work! Use **#MilesForHope2021** so people know your participating! Here are a few others we suggest: **#HOPE #MakingChildrenSafer #NeverStop #RFMC2021**

SAMPLE SOCIAL MEDIA POSTS:

Not sure what to say? Use these sample posts across all social media platforms. Simply add a **photo**, modify for **your activity** and include a **link** to your fundraising page!

I registered to insert activity for **#MilesForHope2021** Join me in September to raise awareness and critical funds to support the efforts of NCMEC. Together we can make children safer, one child at a time. **MissingKids.org/MilesforHope #NeverStop**

There is nothing more important than the health and safety of your family. **#MilesForHope2021** combines both exercise and child safety together in one, fun filled campaign. Join me and **@MissingKids** this September, together we can help keep children safer...one child at a time. **#NeverStop #MakingChildrenSafer**

Fundraising Update: Thanks to the outpouring of support from each and every one of you. As of today, I have raised 50% of my goal. Help me meet my \$1,000 goal by visiting my fundraising page. Every dollar counts. Every mile matters. insert link to your fundraising page **#MilesForHope2021 #NeverStop**

This September, I'm insert activity for **#MilesForHope2021** to help raise awareness for **@MissingKids** because every child deserves a safe childhood. **#NeverStop #MakingChildrenSafer**

We are so excited to be a part of **#MilesForHope2021** in support of **@MissingKids**. In honor of those who are still missing, I will be insert activity and fundraising to support the efforts of NCMEC to keep kids safe. To make a donation please go to: insert link to your fundraising page