CDCN

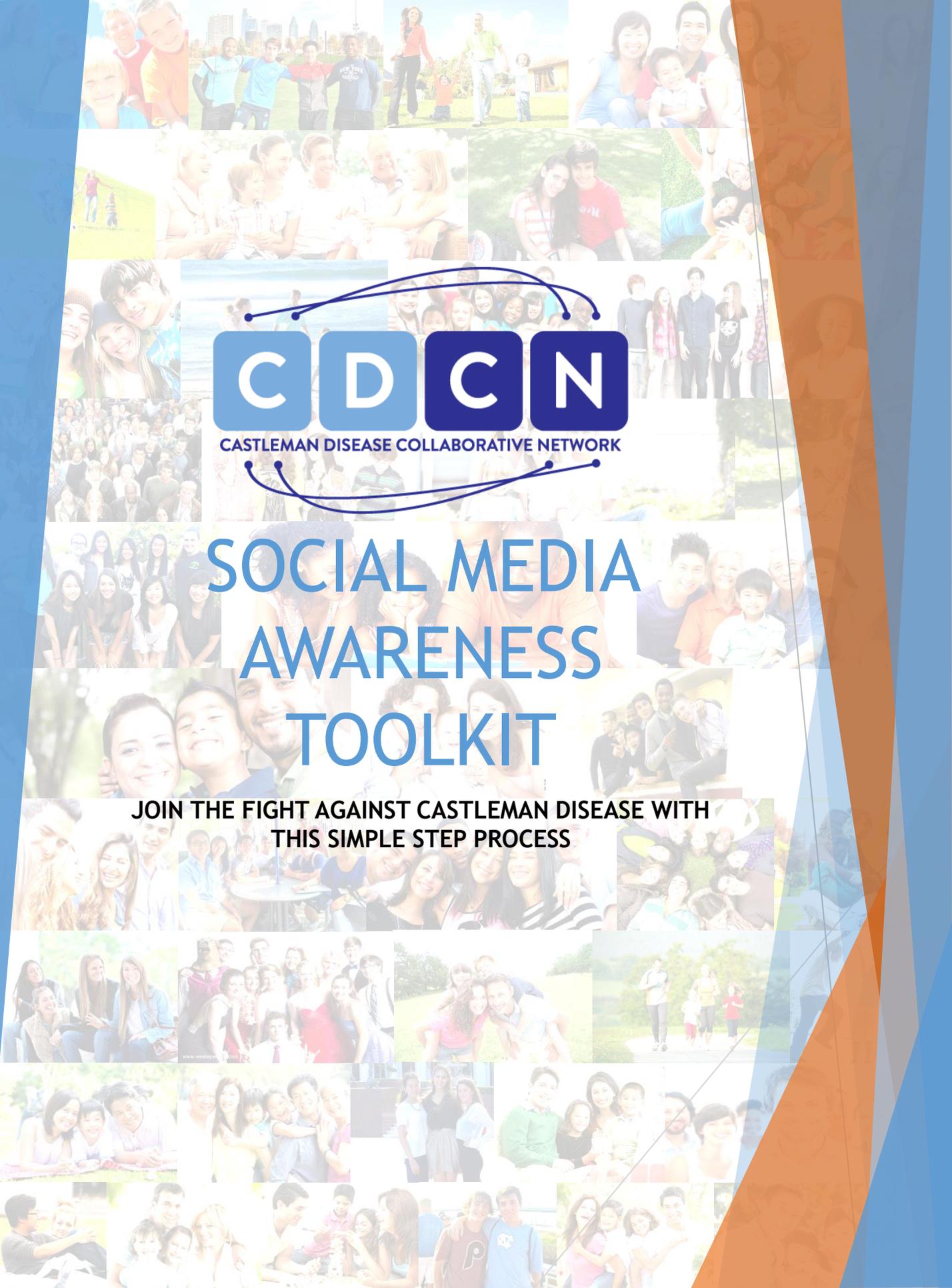**CASTLEMAN DISEASE COLLABORATIVE NETWORK**

SOCIAL MEDIA AWARENESS TOOLKIT

JOIN THE FIGHT AGAINST CASTLEMAN DISEASE WITH THIS SIMPLE STEP PROCESS

RAISE AWARENESS THROUGH SOCIAL MEDIA

STEP 1: BRAINSTORM YOUR SOCIAL MEDIA POST

▶ What could go into your social media post? Here's a list of ideas:

  ▶ An article highlighting a particular fundraiser

  ▶ Report of the week's fundraising numbers

  ▶ Tips (i.e. "How to raise $100 this week")

  ▶ Fundraising milestones

  ▶ Facts about or a profile of the organization

  ▶ A story from the community

  ▶ A weekly picture about the campaign, or one sent in from the community

  ▶ Comments made with donations

  ▶ Inspirational quotes

  ▶ Fundraiser-of-the-week profile

▶ You could mix up some of these ideas (like some facts on Monday, a quote on Tuesday, etc.). What can you do to keep the excitement going on social media?

  ▶ Sharing and Liking expands reach and buzz on the topic

# LAUNCHING YOUR SOCIAL MEDIA CAMPAIGN

STEP 2: PLAN OUT POSTS

▶ Think about what days will you post to each social media channel, and what will you post (picture of the week, a story from your community, etc.). Use the calendar below to plan communications. Make sure to think about what would resonate with your community and what they would expect. Also consider how often is too often.

|	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Example							
Week of:							
Week of:							
Week of:							
Week of:							
Week of:							
Week of:							

USING EACH CHANNEL EFFECTIVELY

STEP 3: WRITE YOUR POSTS

▶ **Facebook:** "I'm raising money for the Castleman Disease Collaborative Network in support of SPECIFIC, DESIRED OUTCOME. Please help me by backing this wonderful cause! To make a donation on my behalf, please go to my fundraising page. [LINK]"
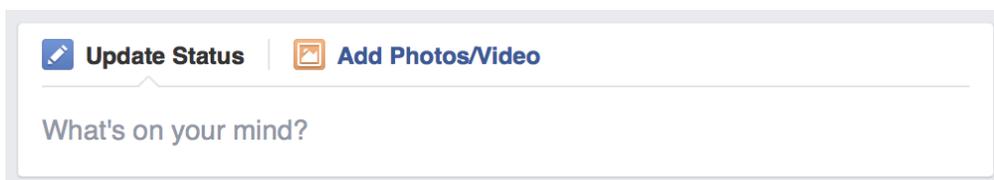
✎ **Update Status** | 🖼 **Add Photos/Video**

What's on your mind?

▶ **Twitter:** "Help me raise money to SPECIFIC, DESIRED OUTCOME. All proceeds go to #CDCN. Visit [LINK] to donate now!"

   ▶ Utilize hashtags # which identifies a word or phrase so others can search your Tweet
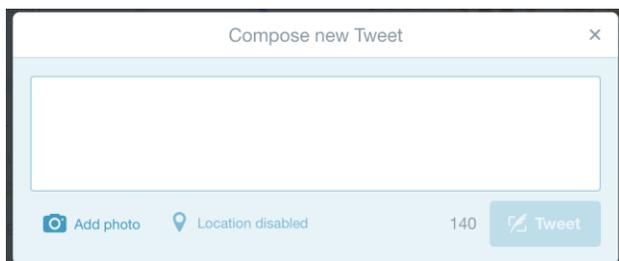
   Compose new Tweet   ✕

   📷 Add photo   📍 Location disabled   140   ✍ Tweet

▶ **Instagram:** "I'm at PICTURED EVENT supporting the CDCN to fundraise for SPECIFIC, DESIRED OUTCOME. Help me by visiting my donations page! [LINK]"