



Women Build 2019

Social Media Tips:

Instructions: Social Media is an effective tool to recruit and inspire team members and donors to your Women Build team and goal. It allows you to interact with more of your friends, family, colleagues, and others than if you were to talk about Women Build only face-to-face. While it can feel less personal of an experience, there are ways to enhance your own commitment to Habitat Chicago and to Women Build that can be just as effective. By utilizing our pre-made graphics and copy you can get the word out quickly and extensively. Don't be afraid to post often, and across multiple platforms, to reach as many potential team members and donors as you can. Find other tips on other ways to use social media to help your fundraising below.



Ways to use social media to help fundraise:

- a. Direct messages
 - i. You can see who has read/seen your messages on Facebook and Instagram
 - ii. Direct message anyone who responds to, looks at, or interacts with multiple things you post
- b. Posts, Photos, and Stories
 - i. Spread the word by sharing photos and stories of why you participate in Women Build and why it is important to get the message out to all of your followers
 - ii. Post larger content with photos, or shorter-term stories on Instagram and Facebook to ensure your content is being seen as often and by as many people as possible
 - iii. Use Women Build-approved hashtags to publicize our content further
- c. Thank those who donate!
 - i. Give a shout out on your social media to anyone who donates (with their permission)
 - 1. Could be an Instagram story, Facebook post, photo with caption, etc.
- d. Challenge friends to get involved

- i. Idea 1: Create a short video talking about three friends who have had a significant impact on you and why they are a great Women Build fit
 - ii. Idea 2: Post a photo with a friend whom you've volunteered with before (Women Build or otherwise) with a call to action
 - iii. Idea 3: Organize a happy hour event! Bring together women you think are likely to support you and get involved while having a fun time together
 - iv. Idea 4: Get creative! You never know who your experience and the Women Build story will resonate with
- e. Share photos!
 - i. Share photos of you at previous Habitat/Women Build events to emphasize your personal connection
- f. Work with your team!
 - i. When someone posts on social media, be sure to like and respond
 - ii. Tag each other in posts to help boost your signal
- g. Always use a photo or video when possible
 - i. Photos and videos are more likely to come up on people's feeds
- h. Post early and often
 - i. Not every post is seen by everyone every time, so you won't be overloading people's feeds!