



Women Build 2021

Using Instagram Stories:

Instructions: Social Media is an effective tool to recruit and inspire team members and donors to your Women Build team and goal. Below are text options to use along with a photo, to inform your followers about the Women Build mission and why it is important. Don't be afraid to post often, and across multiple platforms, to reach as many potential team members and donors as you can. You can find more tips on social media fundraising at the end of the document.



Instagram Stories: This popular feature on Instagram allows you to share temporary content (24 hours) with your followers. It's often more interactive than a typical post and provide another place for your followers to see your content. *New to Instagram Stories? Read this [how-to guide](#) for more information.*

1. Post one of the images from the "Instagram Stories" folder and add text, GIFs, and photos to make it super engaging. For example:
 - a. Story 1: Add text to share why you Women Build
 - b. Story 2: Add text to answer the prompts. Tag a teammate to share or tag friends to help reach your goal
 - c. Story 3: Take before and after pictures on your build day and [upload them to your story](#) to share all your hard work with your followers
2. [Share an IG post](#) onto your story to increase exposure.
3. Post throughout your build day, so your followers can see your awesome work on the build site.



Make Sure To:

1. Place the link to either your fundraising page or the [general Women Build website page](#) in your bio so your followers have a clickable link that will lead them directly to your desired page ([read more](#)).

2. Supplement these stories with personal anecdotes and reasons why you support Women Build's mission. Donors and potential team members are more inclined to support you and your connection to the event.
3. Tag @habitchicago and use the hashtag #CHIWomenBuild



Other ways to use social media to help fundraise:

1. Direct messages
 - a. Direct message anyone who responds to, looks at, or interacts with multiple things you post
 - b. You can see who has read/seen your messages on Facebook and Instagram, so follow up with people who have done so!
2. Instagram Stories
 - a. Beyond a standard Instagram post (Photo with caption), post a photo to your Instagram story as well
 - b. Series of posts: Post multiple stories in a row that lay out a theme or data with a progression of photos and information
4. Thank those who donate
 - a. Give a shout out on your social media to anyone who donates (with their permission).
 - b. Could be an Instagram story, Facebook post, photo with caption, etc.
5. Share photos and videos
 - a. Photos and videos are more likely to come up on people's feeds
 - b. Share photos of you at previous Habitat/Women Build events to emphasize your personal connection
6. Work with your team
 - a. When someone posts on social media, be sure to like and respond.
 - b. Tag each other in posts to help boost your signal.
7. Post early and often
 - a. Not every post is seen by everyone every time, so you won't be overloading people's feeds!