

Social media tips

Social media is one of the easiest and most effective ways to let people know about your fundraising event. Whether you ask for donations, send out invitations to an event or post updates - everyone will soon find out about your fundraising event!



Facebook event

Create an event for your fundraiser and invite all your friends. You can include a description, as well as all the details about when and where.

Facebook profile

Why not change your profile picture to match your event? You can even edit the "About You" section and include a link to your Participant Centre.

Facebook posts

Keep people up-to-date about your event, how many days to go and some "behind the scenes" pictures.

Post to the Relay Facebook

We love hearing about all the fundraising activities our Relayers are planning, so post to our Facebook page:
www.facebook.com/relayforlifeaustralia.

Tag your friends

Add a picture or video that represents your event and "tag" all the friends you want to attend. Add comments like "hope to see you there," and include a link to your event page.

Tagging is also a great way to thank everyone after your event.

Make a short video

Why not make a short video about your event on your smartphone explaining why you Relay? Share it on Facebook, YouTube and Twitter to inspire your friends to support you.

Use the Relay #hashtag

Tweet short updates or upload a picture on Instagram about your event. Use the Relay For Life hashtags **#HopeLives** and **#RelayForLifeAus** so all our followers can hear about your event.

Share your personal page

Use the social sharing icons in your Participant Centre to post a link on Facebook and Twitter. Your friends and family can read your personal story and also see your progress.



[facebook.com/RelayForLifeAustralia](https://www.facebook.com/RelayForLifeAustralia)



[@RelayForLifeAus](https://twitter.com/RelayForLifeAus)
[#HopeLives](https://twitter.com/RelayForLifeAus) [#RelayForLifeAus](https://twitter.com/RelayForLifeAus)



[@RelayForLifeAus](https://www.instagram.com/RelayForLifeAus)
[#HopeLives](https://www.instagram.com/RelayForLifeAus) [#RelayForLifeAus](https://www.instagram.com/RelayForLifeAus)



[youtube.com/RelayForLifeAus](https://www.youtube.com/RelayForLifeAus)

65%

Of Australians are on social media.

95%

Of Australian social media users use Facebook.

45%

Access social media at least once a day.

258

Average number of fans or followers.