

# SOCIAL MEDIA TIPS TO PROMOTE YOUR...

schoolathon.org

## Congratulations...on your decision to do a School-A-Thon event.

*You know how it works...now let's help you make it work for you!*

The more effort you put into promoting your event, whether it's a Donation-Based event or a Fee-Based event, the more money you will raise for your school/group.

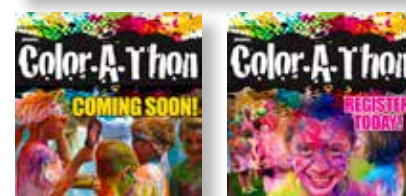
Among the many ways you can advertise your event, social media will provide you with FREE opportunities to promote your event to students, families and your community. The School-A-Thon Sales Portal gives you access to free banners and posting images for Facebook, Twitter and Instagram. You can also use these images for your website and e-newsletter.

We'll start you out with a few basic Social Media posting ideas...let your imagination run wild!

## FACEBOOK

We have provided you with banner art, timeline photos and even a sample Facebook posting to announce your School-A-Thon event. Here are some additional tips:

- **Create a Facebook Page specifically for your School-A-Thon Event.** Invite everyone you know to LIKE your new page. Link it to your school/group website and Facebook page. *Encourage* your students and parents to like your page and use it as a way to keep them informed every colorful step of the way. *If you don't want to create a new Facebook page specifically for your event, then be sure to follow these tips on your school/group Facebook page.*
- **Remind students to link when registering online.** When students register for online donations and create their own website, they have an opportunity to link their Facebook page, Twitter account and Instagram account to your School-A-Thon Facebook page.
- **Ask for volunteers.** You will need several volunteers to make this the best event possible. Create a post to ask for volunteers and be specific!
- **Post pictures** of your Kick-Off and the activities leading up to your School-A-Thon event.
- **Remind** your students and parent of turn-in days for the Quick Start and Midway Give-Away.
- **Promote** your School-A-Thon event, especially if you are inviting outside participants. Provide a link right to your School-A-Thon event website.
- **Countdown to your event.** Remind your audience of how many days they have left to donate on students' websites and in-person. You can also remind them how many days they have left to register for your School-A-Thon Event.
- **Tell your story!** Tell everyone WHY your school/group is doing a School-A-Thon fundraiser.
- **Important details** of the race. Keep everyone posted about important information. Weather delays or postponements, venue changes, day of registration instructions and line up, etc.
- **Ask for donations!** There's no reason why you can't ask...
- **MOST IMPORTANT!** Post pictures of your event! Encourage students and parents to upload pictures to your Facebook page or to link them to it. PLUS it's a great reminder for next year's School-A-Thon Event.



See page 2 for Twitter and Instagram ideas.



To log onto the *School-A-Thon Sponsor Portal* look for this icon at the top of our web page  
[www.schoolathon.org](http://www.schoolathon.org)

Username: **schoolathon**  
Password: **sch00lath0n** (replace the o's with zero's)

# TWITTER

It's time to tweet your way to a successful School-A-Thon Event. Use these Twitter tips to promote your School-A-Thon in a 140 characters or less.

Here's a fact for you...33% of American Teens use Twitter. So let's tweet to that!

- **Create a Twitter Account just for your School-A-Thon Event**  
Use a unique "hashtag" handle: *#MiddletonColorathon*
- **Get the students on board.** Share your School-A-Thon twitter account and encourage them to follow, tweet and re-tweet.
- **Announce your School-A-Thon event.** Twitter is the perfect "News Break" venue for your event.
- **Tweet everyday.** Twitter is perfect for daily updates on goals reached, reminders for incentive turn-in, packet turn-in and event day information.
- **Use images.** It's a proven statistic that you will get more engagement when you use an image or "vine" in your Twitter post.



# INSTAGRAM

Instagram is an online mobile photo-sharing, video-sharing and social networking service that enables its user to take pictures and videos and share them with their followers.

23% of teens have claimed that Instagram is their favorite social media network.

- **Create an Instagram Account just for your School-A-Thon Event.**
- **Get the students on board.** Share your School-A-Thon Instagram account and encourage them to follow it!
- **Use unique hashtags in your captions.** Encourage others to take photos and use your unique hashtag.
- **Post Photos...lots of photos!** This is a "photo" app. Use photos!
- **Get inspirational.** Offer inspiration and encouragement with a photo/thought for the day.
- **Feature Students and Staff.** The best way to gain followers is to take pictures of your staff and students in fun, engaging ways that promote your event.
- **Post your School-A-Thon Event photos.** Encourage participants to post their photos too. It's a great way to congratulate everyone on a job well done. Give them a hashtag to put in their caption.



# ADDITIONAL SOCIAL MEDIA NETWORKS

We have just scratched the surface of social media tools that you can use to promote your Color-A-Thon. Here are few more for you to explore. Don't forget to share with the folks at School-A-Thon...we would love to hear your unique ideas

- Pinterest
- Snapchat

- LinkedIn
- You Tube



Appoint someone as your Social Media point-person. Put them in charge of posting and tweeting updates, information and photos. It's an important job...pick someone who's online socially-savvy.