



Hear and Say
Opening worlds

Social Media Tips

Create a Facebook event



Create a Facebook event for your fundraiser. Use a compelling and eye catching image and include a description of what, when and where.

Invite your friends



Invite your friends and, if appropriate, encourage them to share your event with their wider networks.

Personalise your Facebook profile



An updated profile picture aligned to the event is a great way to catch people's attention. Why not encourage your friends to do the same?

Post regular and creative updates



Keep your audience up to date as you get closer to the event. Think about how you can build interest and create content and images that will capture the imagination of your audience.

Make a short video



Short videos (15 – 30 seconds) can be highly engaging for your audience. What's more, they can be filmed with ease on your smartphone. Explain your event and inspire your followers by communicating the impact of their support.

Use the hashtags **#hearandsay** and **#openingworlds**

Upload images to Instagram and provide updates via Twitter. Using the Hear and Say hashtags will enable a much larger audience to hear about your exciting event. Tag [@hearandsay](#) on Instagram and [@HearAndSay](#) on Twitter. You can also use [@LoudShirtDay](#) [#loudshirtday](#) [#getloud](#) for Loud Shirt Day events.