

10 Quick, Easy, Social Media Tips

Here are 10 simple and fast ways you can use your social media pages to promote Roanoke Valley Gives fundraising campaign on **March 15, 2017**. Learn more about Facebook and Twitter with our comprehensive Social Media Toolkit.

1. **Update Profile Pictures** - Grab people's attention and claim your participation in Roanoke Valley Gives by updating your Facebook profile picture and Twitter picture to the Roanoke Valley Gives logo before and during the big day.
2. **Set a Goal** - Commit to a fundraising goal and promote it across your social media channels and encourage your supporters to take action and help you get to that goal. Make a note of how their donation will go towards your organizational goals.
3. **Post Your Progress** - Use social media to update your supporters about your fundraising progress. How close are you to reaching the goal? Post these milestones throughout the day.
4. **Engage Your Supporters** - Inspire donors, followers and fans to like, share and RT your messages to raise awareness (Ex. Share this photo/post with your friends if you donated through Roanoke Valley Gives.)
5. **Upload a Photo** - Create shareable content with compelling images that tell your story and post them to your social media sites.
6. **Lead Fans to Your Profile** - Copy and paste your profile's unique web address into each and every social media post so donors have a place to go with each call to action you make.
7. **Get Our Attention** - Tag **@RVGives** in all of your social media posts so we can see them and share your news with our network!
8. **Join the Trend** - Use the Roanoke Valley Gives hashtag: **#RVGives17** to join the chatter on Twitter. Together, we can get **#RVGives17** trending!
9. **Gain Followers** - Remind people to find your organization on Facebook and Twitter by inserting a link to these pages in all of your outbound messaging (email signatures, newsletters, mailings).
10. **Learn From Your Peers** - Don't reinvent the wheel but use the Roanoke Valley Gives network to learn from others and find new audiences. Work together to increase your reach!