

Using Social Media

Did you know that the average person checks Facebook a whopping 14 times a day? A recent Pew poll found that 70% of people engaged with Facebook on a daily basis, with 45% engaging several times a day. With numbers like that, it's clear that social media is a great way to connect with potential donors, recruit for your team fundraiser, or garner interest for your upcoming community event. Use the tips and tricks below to get the most out of Twitter, Instagram, Facebook, LinkedIn and more!



TELL YOUR STORY AND MAKE IT PERSONAL

Use the power of storytelling to share your message. Take people on a journey with images, heart-felt stories and videos. Talk about the impact type 1 diabetes (T1D) has had on your life—or the life of your loved one. Don't be afraid to share the good, the bad and the ugly. People tend to engage with honest, open dialogue; so let them feel your passion. Let people know the difference their donation or participation will make in the lives of everyone affected by T1D. Check out [Telling your Story](#) for more information on how to talk about T1D and your fundraiser.



LEVERAGE YOUR NETWORKS

You can use YouTube, Vine, Twitter, Facebook, Instagram, LinkedIn and even Snapchat to share your story far and wide. Did you know that the average person has 250 followers on Twitter and 338 friends on Facebook? Tap into those networks for fundraising or recruiting! You'd be surprised by how many people may be interested in supporting you.



POST WHERE YOUR NETWORK IS

Look at who you think is most likely going to donate to you—and pay attention to the platforms they use. Most people likely frequent Facebook and one or two other platforms (it's worth noting that in 2016, 93% of social donations were made on Facebook). Always keep in mind that it's not just about where YOU are, it's where your potential donors are.



MAKE YOUR MESSAGES SHAREABLE

Use hashtags (like #JDRF & #T1D) and create your own hashtag on platforms like Twitter and Instagram to get more eyes on your content. This can help you engage people who have similar interests. Have a relatable message with a clear request and be sure to share the link to your fundraising page.



POST OFTEN & AT THE RIGHT TIME

Post regularly on your social channels—and at the right times to maximize reach. When is the right time? Whenever your contacts are active online! For many people that will be Friday through Sunday, but nothing is set in stone. It's also important not to make an “ask” every time. Provide updates on your fundraising efforts or share some inspiring news related to T1D research. Did you know that 42% of donors don't give on their first visit to a fundraising page? These messages will act as gentle reminder for those who have yet to make a donation.

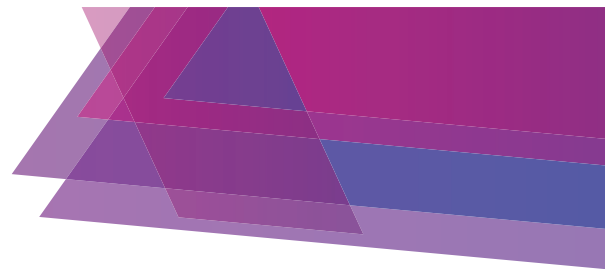


LET US MAKE IT EASY FOR YOU

JDRF gives you the tools to make fundraising simple—and successful! You can easily share your story, your fundraising progress, and your fundraising page directly from your Participant Center. We also have images you can post or use as inspiration to come up with your own. Have fun with it!

There are so many great posts out there and you don't have to be a social media strategist to write them! Below are some examples of posts and also why we like them.

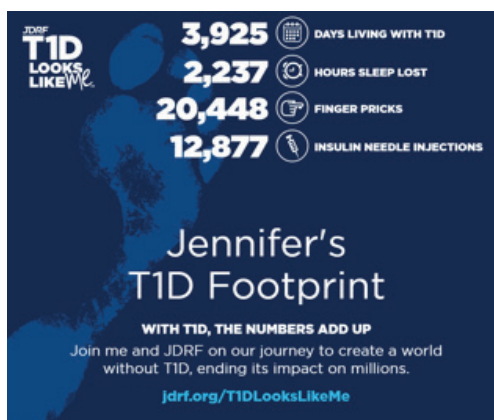
Remember to always include the link to your fundraising page!



Ready to have some fun?! I am hosting a pizza party fundraiser on Saturday Oct. 14th to raise money and awareness for JDRF. I am asking for donations of \$25 to attend — but feel free to donate more! Your generosity can help improve lives and one day find a cure for type 1 diabetes! <<link to fundraising page>>

What we like:

Grabs your attention in the beginning, provides event details in the middle and ends on why you are doing it. It has so many great things included while still being quick and easy to read!



This is just a fraction of what Jennifer has gone through since she was diagnosed 10 years ago with type 1 diabetes. It's her normal, but we believe in a world without T1D. That's why we are fundraising for JDRF in celebration of her high school graduation! Check out our fundraising page <<link to fundraising page>>

Image: Created and downloaded from JDRF.org

What we like:

It's a very personal message that truly shows the impact T1D has on someone and why it's so important to find a cure. Using an image is also a great way to grab people's attention. Check out the images available in your Participant Center: Tips & Tools or upload your own.



Thank you to everyone who has helped me get so close to my fundraising goal of \$1,500!! My marathon is THIS WEEKEND and there is still time to help me reach my goal and support creating a world without type 1 diabetes. Thanks for your support! <<link to fundraising page>>

Image: Found in the Participant Center: Tips & Tools

What we like:

You can ask for support without it feeling like a direct request. By thanking people and / or giving a progress update, you can show people that others are supporting you and that you still need help to reach your goal.

Now it's time to create your fundraising plan...

While social media is undeniably powerful, it's also important to use multiple communications as part of your fundraising plan. So use the social media tips above, vary your methods, and you'll see success!