



Top 10 Must Dos for Social Media and Do More 24

1. **Do Share, Share, Share**

Beginning right this second until midnight on Thursday, June 6th, you should be sharing information about Do More 24 with your followers and fans! Social media is about being “social” so share why Do More 24 is important to your organization and to our community.

2. **Do follow the best practices for Facebook and Twitter**

On Facebook post at minimum once a day, at maximum twice a day, at varying times. On Twitter post at minimum twice a day, at maximum six times a day, at varying times. For both Facebook and Twitter make sure to post seven days a week. To stay relevant you need to stay in the minds of your followers and fans, even on the weekends. (There is one exception to the rule, which you can find at must do number nine.)

3. **Do post photos, videos and stories**

Compelling images get the most attention on both Facebook and Twitter. When posting to either channel, use visuals that will create an emotion in your followers and fans. When followers and fans feel emotionally tied to a cause it will encourage them to act and join the movement on June 6th.

4. **Do reach out to your current supporters**

While you may not already have a fabulous, robust social media following you can obtain one. Email your current donors, supporters, volunteers, family, friends and any other constituents and ask them to “like” you on Facebook and “follow” you on Twitter. It is a simple ask, you’re not asking for money or for a serious commitment, just a like and follow.

5. **Do ask for “shares” and “retweets”**

Ask your current social media followers to help you help share the Do More 24 message. It is as simple as tweeting “Please RT to help us help our community on June 6th for #DoMore24 www.domore24.org.” On Facebook you can add the message “Please Share this post to help us help our community on June 6th for Do More 24.” at the end of your posts. Do not apply this ask to every post but make sure to ask your followers at least twice a week to help share your postings.



6. Do create an editorial calendar

Everyone lead's a busy life, so take some of the stress away by prescheduling your Facebook and Twitter posts. With programs like [Hootsuite](#), you can schedule posts weeks or months in advance, for free! This way if you're unable to get to your pages one day, you will rest easily knowing you have scheduled a post for that day. With that said, make sure to check on your social media pages to respond to comments at least every other day, but once a day would be best.

7. Do use the #DoMore24 hash tag

To become a "trending topic" on Twitter a mass amount of individuals must use the same hash tag. Leading up to and especially on June 6th use the hash tag **#DoMore24**. On June 6th ask your Twitter followers to use #DoMore24 in their tweets. Also ask your current donors, supporters, employees, friends and family to tweet using that hash tag as well. We want #DoMore24 to trend so we can reach even more individuals!

8. Do link to your charity page

Take the guess work away from your followers and fans, show them exactly how to get involved and help their community by linking directly to your charity page in all of your communications. It will help individuals see how easy it is to donate and make a difference in the community. Encourage your donors, supporters, employees, friends and family to share your link because the more people who see it, the better!

9. Do communicate with your followers all day on June 6th

The one exception to the rule for posting to Facebook and Twitter is a live event. On Thursday, June 6, send out an explanation to your fans and followers in the morning, afternoon and evening on your Facebook and Twitter pages, stating you will be posting all day for Do More 24. Post updates on how much you have raised, take photos of events you're hosting or attending, post thank you's and the amount of hours they have left to participate. This is your last day to really give it your all and make Do More 24 a historic day for our community!

10. Don't get discouraged, just call Courtney!

Social media is changing daily and can be very hard to get a handle on. Any time you get stuck give Courtney Ginty a call! She is more than happy to help with any problem or question you may have. Courtney can be reached at 202-488-2045 or at cginty@uwnca.org.