SOCIAL MEDIA BEST PRACTICES AND CONTENT

BEST PRACTICES CHECKLIST

You can use your social media networks like Twitter, Instagram and Facebook to support your charity streaming and fundraising in multiple ways.

HERE'S A CHECKLIST OF WAYS YOU CAN PROMOTE YOUR CHARITY STREAM VIA SOCIAL MEDIA:

- [ ] Announce your fundraiser

- [ ] Share fundraising campaign updates

- [ ] Create and share live or prerecorded videos to provide more details about your upcoming charity stream (share why you're streaming for the cause, what you'll be playing, etc.)

- [ ] Offer a behind the scenes look of your game play space

- [ ] Q&As with key individuals about the cause, your fundraiser, etc.

- [ ] While you're streaming, post live updates on your social channels with donation asks and calls to action to those who may not be watching live

- [ ] "Thank you" messages to donors showing your appreciation (live alerts during your stream are great, but tagging and giving them shout outs on social is another way to go above and beyond to thank them!)

- [ ] Share content published by the official Stream for Epilepsy social media channels-
  Instagram: https://www.instagram.com/streamforepilepsy
  Twitter: https://twitter.com/stream4epilepsy

TWITTER

Promotion

I'm streaming on @twitch to fundraise for the @epilepsyfdn. Tune in on xx/xx as I #StreamForEpilepsy: [add your twitch link]

Save the date! My #StreamForEpilepsy is on [date of event]. I'll be raising funds for and awareness about epilepsy! Join me at: [add your twitch link]

My #StreamForEpilepsy wouldn't be the same without you! Join me on [date of event] to make a difference for people with epilepsy. [add your twitch link]

Who's ready to do this again? #StreamForEpilepsy charity stream on [date of event]! Join me and help make a difference for 3.4 million people in the U.S. living with epilepsy: [add your twitch link]

Happy birthday, [confirmed person who will be joining your stream]! We can't wait to celebrate with you during our #StreamForEpilepsy on [date of event].

It's offcial! We're so honored that [name of special guest] is joining us for our #StreamForEpilepsy on [date of event]. [add your twitch link]

Don't forget! I'll be streaming on @Twitch for the @epilepsyfdn on [date of event]. Together, we can make a difference. Join me: [add your twitch link] #StreamForEpilepsy

The countdown is on: [xx] days until my #StreamForEpilepsy! Will you be joining me in making a difference for people with epilepsy? [add your twitch link]

Your options for this weekend: 1) Join my #StreamForEpilepsy and make a difference for 3.4 million people in the U.S. living with epilepsy, or 2) Sit at home with FOMO. The choice is yours! [add your twitch link]

Streaming Now!

My #StreamForEpilepsy stream is LIVE on @twitch right now! I'm raising funds for the @epilepsyfdn to better the lives of people living with epilepsy. Watch and donate now: [add your twitch link]

Ready to watch me [activity you will be streaming] and make a difference for people living with epilepsy? Join me now! [add your twitch link]

Join [streamer name] and enjoy [highlight games/activities you'll be streaming] for [pronoun]'s #StreamForEpilepsy! [add your twitch link]

Only X [hours/minutes] left to join an epic stream and make a difference for people living with epilepsy! Join me now: [add your twitch link]

Thank You/After Stream

Thank you to everyone who watched me #StreamForEpilepsy for the @epilepsyfdn. Together, we are changing the world for people living with epilepsy. You can still make a difference: [add donation link]

Don't cry because it's over — smile because we'll be back in [x time] for our next #StreamForEpilepsy! Follow me on @Twitch for updates on when I'll be charity streaming next: [add your twitch link]

INSTAGRAM

Promotion

Join me on xx/xx as I stream live on @Twitch through #StreamForEpilepsy to raise funds for the @epilepsyfdn. Link in bio!

Save the date! My #StreamForEpilepsy is on [date of event]. I'll be raising funds for and awareness about epilepsy! Link in bio.

My #StreamForEpilepsy wouldn't be the same without you! Join me on [date of event] to make a difference for people with epilepsy. Link in bio.

Who's ready to do this again? #StreamForEpilepsy charity stream on [date of event]! Join me and help make a difference for 3.4 million people in the U.S. living with epilepsy. Link in bio.

Happy birthday, [confirmed person who will be joining your stream]! We can't wait to celebrate with you during our #StreamForEpilepsy on [date of event]. Link in bio.

It's official! We're so honored that [name of special guest] is joining us for our #StreamForEpilepsy on [date of event]. Link in bio.

Don't forget! I'll be streaming on @Twitch for the @epilepsyfdn on [date of event]. Together, we can make a difference. Link in bio. #StreamForEpilepsy

The countdown is on: [xx] days until my #StreamForEpilepsy! Will you be joining me in making a difference for people with epilepsy? Link in bio.

Your options for this weekend: 1) Join my #StreamForEpilepsy and make a difference for 3.4 million people in the U.S. living with epilepsy, or 2) Sit at home with FOMO. The choice is yours! Link in bio.

Streaming Now!

I am LIVE on @Twitch raising funds for the @epilepsyfdn through #StreamForEpilepsy. Join me and donate to help better the lives of people living with epilepsy! Link in bio.

Ready to watch me [activity you will be streaming] and make a difference for people living with epilepsy? Join me now with the link in my bio.

Join [streamer name] and enjoy [highlight games/activities you'll be streaming] for [pronoun]'s #StreamForEpilepsy! Link in bio.

Only X [hours/minutes] left to join an epic stream and make a difference for people living with epilepsy! Join me now: [add your twitch link]

Thank You/After Stream

Thank you for joining me for my #StreamForEpilepsy charity stream. Your donations help the nearly 3.4 million people living with epilepsy in the U.S. You can still make a difference with the link in my bio.

Don't cry because it's over — smile because we'll be back in [x time] for our next #StreamForEpilepsy! Follow me on @Twitch for updates on when I'll be charity streaming next. Link in bio.

FACEBOOK

Promotion

I'm fundraising for the @EpilepsyFoundationofAmerica on @Twitch through Stream for Epilepsy on xx/xx. Will you join me? [add your twitch link]

Save the date! My #StreamForEpilepsy is on [date of event]. I'll be raising funds for and awareness about epilepsy! Join me at: [add your twitch link]

My #StreamForEpilepsy wouldn't be the same without you! Join me on [date of event] to make a difference for people with epilepsy. [add your twitch link]

Who's ready to do this again? #StreamForEpilepsy charity stream on [date of event]! Join me and help make a difference for 3.4 million people in the U.S. living with epilepsy: [add your twitch link]

Happy birthday, [confirmed person who will be joining your stream]! We can't wait to celebrate with you during our #StreamForEpilepsy on [date of event].

It's official! We're so honored that [name of special guest] is joining us for our #StreamForEpilepsy on [date of event]. [add your twitch link]

Don't forget! I'll be streaming on @Twitch for the @epilepsyfdn on [date of event]. Together, we can make a difference. Join me: [add your twitch link] #StreamForEpilepsy

The countdown is on: [xx] days until my #StreamForEpilepsy! Will you be joining me in making a difference for people with epilepsy? [add your twitch link]

Your options for this weekend: 1) Join my #StreamForEpilepsy and make a difference for 3.4 million people in the U.S. living with epilepsy, or 2) Sit at home with FOMO. The choice is yours! [add your twitch link]

Streaming Now!

Tune in and donate now as I stream LIVE on @Twitch to raise funds for the @EpilepsyFoundationofAmerica through Stream for Epilepsy. Every dollar we raise helps the nearly 3.4 million people in the U.S. living with epilepsy. Join me: [add your twitch link]

Ready to watch me [activity you will be streaming] and make a difference for people living with epilepsy? Join me now! [add your twitch link]

Thank You/After Stream

Thank you to everyone who joined my Stream for Epilepsy fundraiser. Your donations help advance research into new therapies and cures for epilepsy. You can still make a difference: [add donation link]

Don't cry because it's over — smile because we'll be back in [x time] for our next #StreamForEpilepsy! Follow me on @Twitch for updates on when I'll be charity streaming next: [add your twitch link]

QUESTIONS

Contact Monique at stream@efa.org or check out
streamforepilepsy.com

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