



## Fundraising on Instagram

The Arthritis Foundation recognizes that social networking is part of today's society and is an important way for people to communicate and raise awareness for the arthritis community. This tutorial is intended for active users on Instagram who want to share and invite family and friends to connect to their fundraiser. You could also sign up for Instagram to expand your social network.

### Add links to Instagram Stories by using the Link sticker.

- Visit your fundraising page and copy the URL.
- Capture or upload content to your Story
- Select the Sticker tool from the top navigation bar 
- Tap the "Link" sticker. 
- Paste the URL you want the sticker to link to.
- Tap "See Preview" to see what the link will look like when someone opens it.
  - Make sure the URL aligns with your call to action.  
Are you looking for people to join your team?  
Or donate to your individual fundraising page?
- Tap "Done".
- Place the sticker on your story and tap on the sticker to adjust color & size variations.
- Add additional text & graphics as you see fit.
  - Remember the first thing other users will see your photo.  
Make sure you're sharing photos that are clear and capture one's attention.
- Tap "Share".



**Reminder:** While regular Instagram Posts stay on your Instagram profile unless you delete them, Stories are automatically deleted over time. They're intended to be a temporary 24-hour post.

### Creating Social Media Content Tips

- A brief explanation of what you are doing and why.
- A clear and concise call to action. What do you want the reader to do?
  - For example: click the link to donate
- Add appropriate hashtags and tag the Foundation @arthritisfoundation

Because you cannot share live links on Instagram Posts, you can get creative and go the extra distance by also adding your fundraising page URL to your *Instagram Bio* or by adding a short link to your *Instagram Post* by utilizing a link-shortening service like [Bitly](#).