

# MDA DIY Fundraising Social Media Guidelines

## **Facebook:**

- Share news and photos posted by the MDA Facebook Page on your profile – you can pair the post with your own comment to detail all the reasons why you’re raising money for MDA.
- Upload photos from your event or campaign and explain why you’re supporting MDA – don’t forget to include a link to your event page.
- Create a Facebook Event or Fundraiser on Facebook invite friends and family to sign up and donate – it will allow you to give them frequent updates.
- Tag @MDAorg in all posts

## **X**

- Re-post and comment on posts by the @MDAorg X page.
- Consistently use a hashtag that you identify for your event and include a link to your event page in your posts.
- Tag @MDAorg in all posts
- Always include the link to your fundraising page. (Need a shorter link? Hint: go to <https://bitly.com/> and you can shorten your link in a snap!)

## **Instagram**

- Keep things visual – use images from @MDAorg, families you know living with muscular dystrophy (with their permission first), or images related to your event
- Tag @MDAorg in all posts
- Utilize Instagram Stories to build excitement for your event and post real-time updates. Add link or donation to your Stories.
- Use hashtag related to your event. Localizing the hashtag makes it even stronger! (ex: #Chicagobowlers for a bowling event in Chicago)
- URLs in Instagram captions do not link externally, so add your donation page link to your Instagram bio and direct people to donate to the “link in bio” in your post.

## **LinkedIn**

- Your professional network is a great place to reach out for donations to your event.
- Create a post on your profile and tell your network why you’re raising money for kids and adults with muscular dystrophy.
- Then, include your link and ask for donations.
- Tag @MuscularDystrophyAssociation in all posts