



Facebook / Instagram Tips



Not sure where to start with your Facebook or Instagram outreach for the giving day? Below is a list of 5 ways your organization can use social media to generate support and spread the word about **Give BIG Lexington!**

1. **Use them.** Facebook and Instagram are free tools that reach a large audience quickly. It's a great way to spread your message and encourage others to share it. Posts can be created ahead of time and scheduled for a later date. Don't be afraid to post during evening hours and on the weekends.
2. **Use hashtags.** #s are the best way to reach a large group of people interested in the same things. Use the hashtags **#GiveBigLex**, **#GBL**, **#GiveWithYourHeart** to reach potential donors interested in Give Big Lexington and surrounding communities.
3. **Share your story.** Share your unique story and goals on social media. How is your cause making a difference in Lexington and what do you need to be successful? Brag about your cause and what you are doing.
4. **Use photos and videos.** Photos and videos are the most shared and viewed content. You don't have to get fancy but use images to inspire your donors. If you need new windows, share photos of the old and broken windows!
5. **Promote your page.** Every cause has its own individual URL. Share the link to your giving day page on every post you make!