Save the Children

SOCIAL MEDIA POSTS: OUR TOP 5 TIPS

1	SHARE, SHARE & SHARE AGAIN	Please do tag us via our social media handles: **Twitter**: @savechildrenuk **Instagram**: @savechildrenuk **Facebook:** @savethechildrenuk
2	THE POWER OF PHOTOS	We always recommend trying to get as many **pictures** as possible for your fundraiser, especially movement or action shots.
3	HASHTAGS	At the end of your post, include our hashtags - **#savethechildren** **#TeamSave**
4	LINK TO YOUR FUNDRAISING	Don't forget to always include the **URL link** to your JustGiving page in any posts you make online!
5	VIDEOS	A **short video** can be another way to promote your fundraiser across your social media platforms.

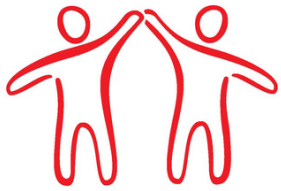
AN EXAMPLE OF ONE OF OUR AMAZING FUNDRAISERS AND THEIR SOCIAL MEDIA POST

YOUR GO TO CHECK LIST

FOR SHARING SOCIAL MEDIA CONTENT WITH US

Save the Children

- Please shoot everything in both portrait and landscape mode. This then allows our Social Media Team to use your content in the most effective way.



- Make sure your face doesn't fill the shot. Have a bit of background as we will crop in for you. Also try not to shoot into direct sunlight.

- When talking about your fundraising make sure to speak clearly and slowly, so people can hear about your challenge/event easily.

- Sometimes the more whacky the video or photo, the better. So please don't be afraid to get a little creative with those ideas.

TOGETHER WE POWER POSSIBLE

Registered with FUNDRAISING REGULATOR

Registered charity in England and Wales (213890), Scotland (SC039570) and Isle of Man (No. 199).