

Your guide to using social media for fundraising

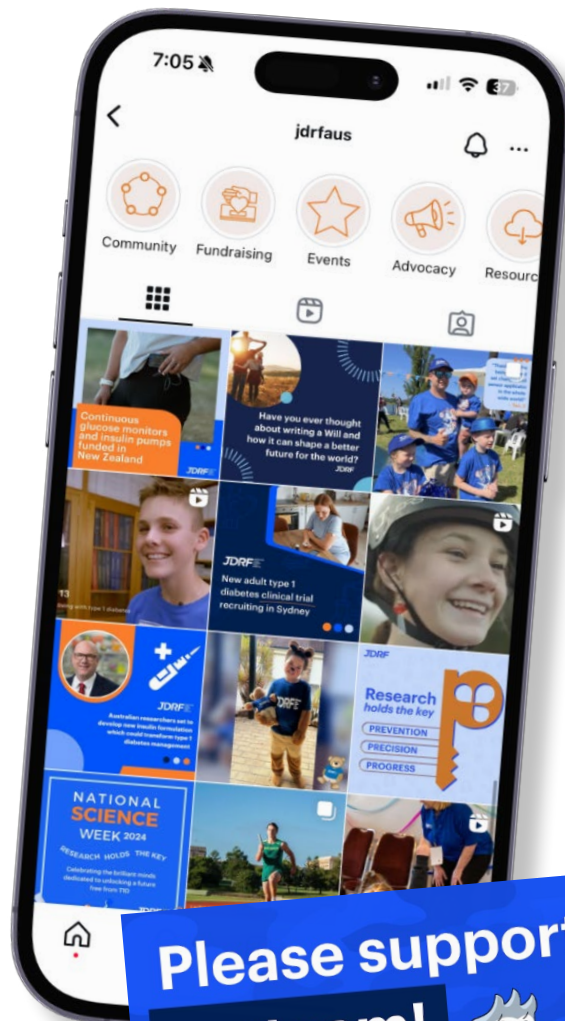


Social media is a powerful tool for fundraising and spreading awareness about your cause. By using these platforms effectively, you can reach a wider audience, inspire support, and raise the funds you need for type 1 diabetes (T1D) research. Here's a simple guide to help you navigate social media for your fundraising efforts.



1 Choose the Right Platforms

- **Facebook:** Great for building communities through Facebook events and groups and sharing detailed posts.
- **Instagram:** Ideal for visual storytelling through images and short videos.
- **X (Twitter):** Perfect for quick updates and engaging with followers through retweets and replies.
- **LinkedIn:** Useful for reaching professionals and organisations.
- **TikTok:** Effective for engaging younger audiences with creative, short videos.



2 Create Compelling Content

- **Tell a story:** share the story behind your cause and WHY you are supporting the T1D community. We have some post ideas [here](#).
- **Use visuals:** use bold social tiles like the ones on our resource page or personal photos. Filming a raw video of yourself is also an effective way to stand out and inspire support. Check out this suggested video script [here](#).
- **Call to action (CTA):** always include a clear CTA, like “Please support me by donating!” or “Donate to my page” and include a link to your fundraising page.



3 Take advantage of fundraising tools available on social media

Our personal favourite is creating a Facebook Fundraiser! It's simple to set up and an effective way to collect donations directly from the Facebook platform. Check out our guide for setting one up so it is connected to your JDRF One Walk fundraiser [here](#).

4 Use Hashtags and Tags

Use popular and relevant hashtags to increase visibility. Some suggested hashtags are:

**#type1diabetes #jdrfaus
#jdrfOneWalk #T1D #T1Dresearch
#type1diabetesfundraiser**

We love seeing your updates! Don't forget to tag us on Instagram @jdrfaus and Facebook @jdrfoz so we can see and share your posts with our wider community!

5 Post regular updates

Keep your network informed about your fundraising progress and celebrate milestones along the way! Share updates and achievements to keep your audience engaged and motivated. Use our progress tiles like [this one](#).

6 Share the impact of your fundraising

Share the exciting types of research you are helping to support to create a better future for the T1D community. We have some specific types of research you can share with your network.



7 BONUS TIP

If you are a member of any group chats on Facebook, Instagram, or Whatsapp, or any private groups on Facebook – consider reaching out on these platforms and ask members for their support!

By effectively using social media, you can amplify your fundraising efforts and inspire more people to support your cause. Remember to stay authentic, engage with your audience, and consistently share compelling content.

Happy fundraising!