

Using Social Media to Build a Trusted Relationship

1. **Be relevant to your cause.** Be relevant to fans' wants and needs. Respond to information that benefits them. They want facts, not fluff, and they want honest opinions.
2. **Stay local!** Local content is the key. A picture is worth a thousand words. A picture of "2009 Vancouver Winners Walk of Hope"? Probably two thousands. A video interview of "2009 Vancouver Winners Walk of Hope"? You got the idea.
3. **Keep it fresh!** Imagine Winners carries the same style and never updates its collections. Update your status once a week by sharing interesting news articles, photos, or videos. It takes less than five minutes.
4. **Engage the audience.** Quickly respond to your audience. Thank them for their comments. Get curious about them. Start a conversation by commenting on others' updates. Nurture the relationship. People who respond are usually like-minded people. They can help with your goals.
5. **Grow your network with a team challenge!** Post a "Winners Walk of Hope Chair" challenge. Ask your chairs and team leaders to **bring a friend**. Be a good neighbour and befriend other fundraising causes.
6. **Tell fans where you are or where you will be.** Tell your audience about your upcoming events (e.g. yard sale, meet and greet, beer event, training session, or local walk).
7. **Less is more.** One thought per update. Facebook fans can have short attention spans.
8. **Break news, but make it relevant.** Fans want to hear about your challenges. Give them benefits they care about. Post updates about your fundraising goals, challenges, and achievements along the way, big or small.
9. **People love tips and tricks.** Quick tips about how to do things always get responses. Share your unique fundraising challenges and best practices in your city.
10. **Provide links to interesting or useful information.** Links can build fans. Again, be relevant to people's wants and needs. They will like it.

Be Relevant

Networking

Content

TEN TIPS FOR

EFFECTIVELY USING SOCIAL MEDIA