

## SOCIAL MEDIA

Facebook and Twitter are incredibly powerful tools for fundraising. It has become common practice for Jackalope Jump participants to do all of their fundraising entirely through social media. They are easy tools to use and a personal way to connect with friends and family all over the world with a minimal effort.



### Facebook

Like us: [Facebook.com/SpecialOlympicsWyoming](https://www.facebook.com/SpecialOlympicsWyoming)

- \* Add a link to your online Jackalope Jump page to send people directly to your Facebook profile
- \* Make your local Jackalope Jump an event on Facebook. Invite friends to support your fundraising effort, that way they will have a reminder before your Jump!
- \* Update your status:
  - o Share why you are Jumping and what your goal is
  - o Update you fundraising progress until you take your jump. Don't forget to share your "training" (i.e. how you are preparing for your jump).
- \* Let your pictures do the talking:
  - o If you've Jumped before, post a picture of your jump along with your donation request
  - o Set your profile picture and timeline photo to a picture of you Jumping, or the costume you'll be wearing to Jump.
- \* Shout outs: post a shout out to your donors when they pledge! You can even tag them in your post - just type @ + their name
- \* Use Hashtags: you can now use hashtags like #SOWY on Facebook
- \* Don't forget to thank your friends after your Jump!

### Twitter

- \* Follow us: [Twitter.com/SpecOlymWY](https://twitter.com/SpecOlymWY)
- \* Retweet a tweet from SO\_Wyoming and/or your followers
- \* Use the hashtag #SOWY to follow the chatter about the Jumps
- \* Upload Photos: tweet a photo of you taking the Jump, if you've done so before. If you're a rookie, tweet a photo of your costume. Don't forget to ask for support!
- \* Create an engaging 140 character message that shares why you are taking the Jump
- \* Shout outs: tweet each time you receive a new pledge. Don't forget to mention them in your status, just type @ + their name
- \* Set your profile picture and twitter header image to a photo of you jumping
- \* Don't forget to thank your followers after your Jump!