

## Social Media Recommendations

### What do you want from social media?

Talk to sponsors + incorporate our social media

- Awareness – measure with “likes”
- Interactions
- Fundraising – measure ROI by donations received
- Other?

### Social Media Tools

- ✓\* Set up Google Analytics account for Facebook and Twitter
- Set up HootSuite (Social media dashboard) to schedule posts/tweets → do that  
Tweet Deck

### Facebook

- Put link to event calendar

- **Events:** For events other than weekly programs, create event pages that allow users to invite their friends. This should increase attendance at events and encourage people to “like” and view the Hope Connections for Cancer Support page.
- **Posts:** Continue to post pictures, videos, personal stories, etc. that people are likely to comment on, like and share. *quotes*
- Link to existing Razoo.com profile – crowdfunding platform for non-profits – put link at end of meaningful Facebook posts asking for support – put link on YouTube channel videos in information box - encourage people to share
- Competitions on Facebook – entering submissions via messages and the one with the most likes at a certain date “wins” *“Project of Hope”*
- Approximately 3-4 posts a week
- ①\* Reaching out to other groups to ask them to post about us → compile list
- Photo of Hope Connections for Cancer Support “zaching”  
*change profile pic*

see if we have donation link

### Twitter

*“Tweet for Hope”*

*write up an “instruction manual”*

- \* **Name:** Change “Paula Rothenberg” to “Hope Connections for Cancer Support”
- **Tweets:** Event reminders, TwitPic photos, story placements, YouTube video links... basically share what is on other social media platforms in shorter message
- **Interactions:** Retweet or reply to people who tweet at Hope Connections, promote engagement  
*Tweet at other charities & celebrities affected by cancer → compile list*

### YouTube

*Trending hashtags  
#teamhope*

- Series of videos that document educational programs and events  
*- Add to newsletter*

### CaringBridge

- Allows for people going through a “health event” to share their updates with selected people, friends and family can leave encouraging messages, set up calendars to help the person out with meals, chores, etc. – no advertisements or contact from outside people
- Look into possibilities for an alliance with them – they would share our name and link on CaringBridge.org, provide educational resources and promotional materials; we would share the CaringBridge.org link on our website under “resources tab.”

*Talk to Paula → Redman*

*find application*