I like to think of myself as a social media influencer. No, I do not have over 5,000 followers and I don’t even have an *aesthetic*, but when my five closest (and only) friends repost my Instagram story or I see that one of my followers now follows an account I shared, I go looking for my sky blue verified check mark.

Even if we don’t have the verified check mark, everyone is an influencer and Dressember is the perfect time to use social media for good. Here are a few tips to help you get the most out of social media this Dressember.
Engaging followers goes a long way and Instagram has plenty of old and new features to help with this.

Stories are an excellent way to share tidbits about Dressember quickly. Since last Dressember, Instagram has unveiled new features that make stories more interactive which can all be added as stickers (the little square with the smiley face). They're pretty incredible and meet every Dressember advocate's needs.

Ever wanted to be the Alex Trebek of Dressember Jeopardy? The quiz button’s got you covered.

Want to engage followers in helping you pick out your next dress? Nervous about asking your followers for donations?

Make a poll!

Want to fight human trafficking? DONATE

Drum roll for the most incredible button... Donations! This year there is a donation button and Dressember is included as an organization. This will not directly link to your personal page, but a donation is still a donation!

Other ways to spruce up your Insta story games are included but limited to: GIFs, adding mood music, #YouCanDoAnythingInaDress or #Dressember, and of course more GIFs.

And then there's the classic Instagram post. This is a perfect place to share your appeal story and to keep followers up to date on your Dressember experience. The mirror selfies are great, but also post pictures of you and your Dressember team, or you at work, school, or walking around town in your prom dress.
Facebook: The Faithful Friend

Facebook is no longer the place of cringy political posts and family updates which probably should have been kept in the family group message. This year, Dressember is able to link up with Facebook Fundraisers—a simple and effective way to fundraise.

The average Facebook fundraiser raises $150, so following these simple steps will likely lead to raising enough money for an:

- Aftercare kit $25
- Medical care $40
- Trial fees $105
- Or training for caregivers and survivors of human trafficking $105

These donations are directly added to your Dressember fundraising page (i.e. the colorful fundraising bar will fill up!). There are two ways to create a Facebook Fundraiser:

1. **Go to** https://www.dressember2019.org/fundraiser/signup and create an account.
2. **After** you have uploaded a profile image and appeal story (you can go back and change this), you will have the option of creating a Facebook Fundraiser.
3. **Click “Create”** and a lot of cool techy things will happen to link your Dressember page with your Facebook account (this may require you to search in your brain for the Facebook password stored in your deep conscious).
4. **After it is created** you will get the message, “Successfully created your Facebook Fundraiser” (we love all the encouraging messages), and then you can start fundraising.

2. **Created your page before you knew of this nifty feature? No problem!**
1. **Log into** your Dressember account and click on Settings.
2. **Once in** Settings, on the right side there will be a “Create Facebook Fundraiser” button.
3. **After the Facebook Fundraiser** is successfully linked you will also get an encouraging message!
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Twitter is the ideal platform for sharing statistics about human trafficking and allows you to interact with experts and organizations in the field.

Similar to Instagram, Snapchat stories allow you to share aspects of your day to day Dresseember experience.

And TikTok videos of you dancing in your dress/tie can go a long way in educating followers and raising awareness (Full disclosure: I still don’t completely understand the world of TikTok).

While social media can get a bad rap for disconnecting people, it can also be a great tool for bringing people together.