Social Media Tips & Tricks: Facebook

Images and Videos for Facebook Should Be Square at 1800 x 1800px

Importance of Storytelling
Personal stories have a big impact. Ask your followers to share their personal stories and photos in the comments. Share your own story to encourage others!

Tagging Our Brand or Corporate Sponsors
[@tagging in posts]
When you mention Relay For Life in your posts, be sure to use the @ symbol.

Engaging with Audiences
Ask questions, respond to comments, and use Calls To Action like “Comment below to share your story,” or “Like and share to show your support!” It’s so important to engage with survivors, participants, supporters, and other Relayers.

Facebook Fundraisers
Encourage your followers to share their own Facebook Fundraisers. Relayers can use Facebook Fundraisers with their Relay For Life dashboard - and the new tool makes it easier than ever. For more information, visit https://connect.relayforlife.org/blogs/16/1547

1. Go to your Relay For Life dashboard.
2. Connect your Relay For Life fundraising to Facebook.
3. Invite Facebook friends to donate and share your efforts.
4. Track your progress.

TIP: Video Drives Higher Engagement
Try using Facebook Live to share big announcements from your local Relay.

Facebook Content Opportunities

Survivor Stories
Invite survivors to share their stories through your page. Share photos and quotes from your local teams and participants.

#WhyIRelay
Remind your followers to tag #WhyIRelay in their posts. Encourage your followers to share their reasons!

Fundraising and Local Chapter Events
Use your page to promote local fundraising events and meetings.

Important Considerations for Facebook Live

» Plan Ahead
Know what you want to film

» Practice, Practice
If interviewing someone, practice 2-3 times before filming live

» Be Fully Charged
Live streaming drains a mobile battery quickly, so make sure the device is fully charged.

» Limit to 3 Videos
Data shows that filming more than three times in a day frustrates followers.

» Let People Know
Leading up to live streaming, tell people the day/time to increase viewership.

» Longer Than 5 Minutes
Viewers need time to log on to Facebook and start streaming.

» Strong Wifi
Live Streaming requires a strong internet connection.

» Compelling Content
Give your audience something compelling, otherwise they won’t return to watch.

» Clear Captions
Your text will inform those who join the video after your introductions.
SOCIAL MEDIA TIPS & TRICKS: INSTAGRAM + TWITTER

INSTAGRAM
Use Instagram Stories for enhanced user engagement! Try polls, countdowns, stories, questions, stickers, and GIPHYs for even more fun.

To view poll results, answers to questions, and other Story analytics, open your Stories and tap on the viewers listed at the bottom of the story post.

TWITTER
Tips for engaging with your audience:
Use Twitter for timely announcements, like event updates and breaking news.

Check your Twitter notifications for mentions. If participants tag you in high quality posts, be sure to retweet, like, quote-tweet, and/or reply.

HASHTAGGING, @MENTIONING, TAGGING
Whenever possible, use the official Relay For Life hashtags and social media handles.

@RelayForLife  #RelayForLife  #WhyIRelay
@AmericanCancerSociety  @AmericanCancer

IMAGE + VIDEO SPECS
Images and video should be square at 1800 x 1800px
Images and video should be rectangular at 1200 x 600px