

# Social Media Tips

## Facebook

- **Set a Fundraising Goal:** Share your goal in status updates to let friends know what you're working toward and how they can help!
- **Update Your Profile Picture or Header:** Use Fight Hunger images from previous years or a recent picture of you training for the event.
- **Share Why You're Involved:** Tell followers why you're participating and ask for their support.
- **Link Your Fundraising Page:** Share your personal fundraising link in every post, making it easy for friends to donate.
- **Post Updates on Your Progress:** Keep followers informed on your journey and any fundraising milestones you hit. Ask them to help you earn cool Fight Hunger swag and perks!
- **Encourage Participation:** Ask friends to join your team, make a donation, or volunteer at the event.
- **Show Appreciation:** Use @ and tag your friends when thanking them publicly for their support.
- **Share Event Content:** Repost from Northern Illinois Food Bank's main page so your friends can see more about the cause. Find us on Facebook at <https://www.facebook.com/northernilfoodbank>.

## Instagram

- **Profile Update:** Use Fight Hunger images from previous years or a recent picture of you training for the event and include a link to your fundraising page in your profile.
- **Use Hashtags to Boost Visibility:** Start with: #FightHunger, #neighborsempowered.
- **Show Gratitude:** Tag friends who donate by typing @ and selecting their username.
- **Share Your Journey:** Post regular updates on your training, fundraising progress, and reasons for supporting Northern Illinois Food Bank.
- **Engage with Us:** Follow us on Instagram @northernilfoodbank

## Twitter

- **Profile Update:** Use Fight Hunger images from previous years or a recent picture of you training for the event to your profile picture or header.
- **Hashtags for Visibility:** Start with: #FightHunger, #neighborsempowered.
- **Thank Donors Publicly:** Use @ to tag and thank donors, and share their contributions to inspire others.

Thank you for being a part of the fight against hunger! Every \$10 donated can help provide \$80 worth of groceries so your support and outreach are essential in helping Northern Illinois Food Bank make a difference.