

Social Media Tips for Lights of Hope



POST YOUR PERSONAL PAGE WITH A COMPELLING CAPTION

Tell your social media network about Lights of Hope, why you are involved and how they can become involved.

Don't forget to attach a link to your Lights of Hope page.



TAG PEOPLE IN POSTS

Tag anyone who has donated to your page in a thank you post.

When you begin to decorate bags take a picture and tag the donor in the post.

Don't forget to attach a link to your Lights of Hope page.

POST ABOUT FUNDRAISING GOALS

Tell your family and friends about your fundraising goal and ask for help achieving it.

Don't forget to attach a link to your Lights of Hope page.



CELEBRATE MILESTONES

Set personal milestones for your fundraising. Everytime you hit a milestone create a celebration post.

If you hit a goal or complete a challenge make sure to celebrate it.

Don't forget to attach a link to your Lights of Hope page.



THANK YOUR DONORS

Make sure you are always thanking your donors.

Write on their wall or create a graphic and tag your supporters.

Don't forget to attach a link to your Lights of Hope page.



POST ABOUT ACS CAN

Tell your family and friends about ACS CAN and how they can get involved.

Don't forget to attach a link to your Lights of Hope page.



Don't forget to use #LightsOfHope in your posts!