



## Using social media to promote your Bake That! fundraiser

You are probably very familiar with social media, but we thought it would be useful to give you a few tips to make sure you make the most of your online links to help raise sponsorship.

Tips to make sure your posts have the best impact:

- Once you have set up your Facebook Fundraising page, promote your participation across your Twitter, Facebook, Instagram, LinkedIn, etc.
- Always include the link to your facebook page
- Include photos, if you're trying out baking different cakes or researching ideas, share these to keep people interested.
- Make sure you mention Nugent, use @wearenugent and #bakethat, this way we can find your posts and share and retweet to give you extra promotion.
- Encourage your friends and family to share and retweet, this will really grow your reach and get more people supporting you.
- Keep the story going, and post something each week, feature your cakes, or those of any friends and family who are baking for your event.
- Include a link to link to <https://www.wearenugent.org/fundraising/bake-that-for-nugent/>
- Why not try a Facebook live broadcast –set up your phone, on a tripod or propped up, to film your baking exploits – a great way to show off your talents!

Links and tags to use:



Twitter: **@wearenugent**



hashtag: **#bakethat**



Facebook: **@wearenugent**



Instagram: **wearenugent**



LinkedIn: **wearenugent**



website: **www.wearenugent.org**