



TWIN TOWN 2018 SOCIAL MEDIA GUIDE

Sharing your Twin Town journey on social media is a great way to spread the word, get sponsorship rolling in and drum up support for your team and SpecialEffect! Here are some tips on using social media throughout your Twin Town journey to get the most from your posts.

Before you go:

Include your JustGiving page in as many posts as possible! If you want to track how many people are clicking through to take a look and/or donate you can shorten the JustGiving page URL for free with Google - <https://goo.gl/>. This will give you a short, more memorable link which you can use across all your social posts and you'll be able to track how many people click on it.

Use the great posts SpecialEffect put out to advertise why you're involved in Twin Town and where people's money will go.

Always include an image, video or GIF in your posts where possible. This will catch people's eye and will definitely increase the number of people who stop scrolling to take a look.

Include #TwinTown18 in all your tweets, Facebook and Instagram posts. This ensures your posts pop up for anyone running a search for the hashtag, increasing the chance that they'll like or share!

If you want to increase the chance of people sharing your post, tag relevant people in it! This can either be in the post copy, or, if you'd like to save characters you can tag accounts in an accompanying image.

Mobilise your friends and family to share your donation page and social posts and much as possible! This potentially puts your page in front of all their friends/followers and massively increases the reach, meaning you're more likely to get those donations coming in!

Spotted a trending hashtag on Twitter that you could use on your post? Jump on it! This means people browsing trending content are more likely to see your post. There are some assigned to days of the week that trend every week: #MondayMotivation, #CharityTuesday, #TuesdayThoughts, #WednesdayWisdom, #tbt (Throwback Thursday), #ff (Follow Friday) or #fbf (Flashback Friday).

Whilst you're on the road:

Live video is available on Twitter, Facebook and Instagram and is a great way to tell your story and check in with your followers – Instagram even allows you to go live with another user so you can pick a fellow team and go live together! As all social platforms are investing in live video, the algorithms that work behind the scenes are more likely to put these videos in front of more people. Do be

careful with live video though, it's dependent on a decent data connection so try to do these when you have Wi-Fi or a strong 3G or 4G signal!

Try to give frequent updates as to what you're doing, this gives your followers/friends/family/colleagues the feeling that they're with you along the way. Pop your fundraising link in as many posts as possible.

Pictures of people are more likely to get people's attention so go big on team photos, candid and silly photos of what you're up to!

Tag in SpecialEffect, TwinTown18 or the company you're representing to make sure the social teams back home see what you're doing, they might share your post! There's also no shame in asking for retweets or shares when you put out a post that you think will grab people's attention, entertain and/or inform them of why you're doing Twin Towns.

Give your posts a personal touch. This could be tracking your journey with regular posts or wrapping up each day with a live video or embedded video diary post. It'll reinforce the feeling that your supporters are there with you!

Don't forget those hashtags!

Remind people of why you're taking part in Twin Town by sharing stories of the wonderful people SpecialEffect have helped so far.

Once you're back home:

Thank everyone who joined you for your journey. Team photos taken at key moments work well for these posts! Why not get a short video of your team cheering, shouting thank you or doing something silly?

Continue to post the JustGiving page for a few days after you're back for those who haven't yet donated. You may well find that many of your supporters haven't donated yet, it's that "I'll do it later" mentality!

Wrap up with a showcase on SpecialEffect, why you felt it was important to support them and how their work makes a difference.

Above all, have fun! If you're enjoying yourselves, it will show in your social media coverage and grab attention.

Got any questions about particular ways to use your social channels or need a helping hand? You can tweet Emma Bridle from Rare Ltd @mini_squish and she'll be happy to help!

To tag Twin Town use:

Facebook: #TwinTown18

Twitter: @TwinTown18 #TwinTown18

Instagram: #TwinTown18 @twintown18

Bon voyage!

Thanks to Emma Bridle from Rare Ltd for compiling this guide