

# CONFIDENT GIRLS

Give every girl a chance

## SOCIAL MEDIA TIPS #ConfidentGirls

- Once you have registered as a *Confident Girls* fundraiser it is important to get the word out to promote your fundraising activities and events to your network.
- Invite everyone you know (including your family, friends, team mates, classmates and colleagues to donate, like, comment, share and retweet.
- Include links to your social media accounts in email signatures, on your website and in any materials you have.
- Link back to your website or fundraising home page when posting on social media.
- Post on social media (Facebook, Instagram, Twitter, Snapchat, Pinterest, Tumblr, LinkedIn, and YouTube) regularly – it's a great way to provide real-time updates on your fundraising efforts and on and how close you are to achieving your goals. Posting photos and videos is also fun and catches people's attention. Don't forget to hashtag: #confidentgirls
- If you say it, they will share and pay it forward! Get involved by sharing messages about you campaign, retweet other *Confident Girls* posts, and share interesting content relevant to giving girls a chance to thrive.
- Don't forget to say thank you!