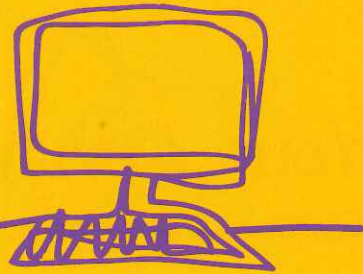


# Being social



Don't forget to use your online channels and relationships to promote your fundraising efforts. It's a brilliant way to reach people in your personal networks and raise more money.



## Facebook

Over 30% of visits to online sponsorship pages come from Facebook, so it can be an incredibly useful tool to help you raise money for Mind.

- Use status updates to keep everyone informed about your progress (and always include a link to your sponsorship page).
- Make your profile photo relate to your fundraising event and update the photo regularly.
- Post a note about your fundraising page and whenever you update your fundraising page, post it on Facebook.
- Create your own Facebook group or event and invite your friends to join.
- When your friends sponsor you, ask them to add it as their new status update so their friends know too.
- Don't forget to share your story – the people you know will care about your reasons for raising money for Mind.
- Visit [facebook.com/mindevents](https://www.facebook.com/mindevents) to meet other fundraisers.



## Twitter

It's so easy to spread the word about your fundraising in just 140 characters.

- Tweet regularly to keep followers interested but don't ask for money in every tweet.
- Use hashtags to group your tweets by subject and make them easy to find.
- Use TweetPic to post your photos.
- Retweet others and get them to retweet your messages.
- Link your Twitter account to your online sponsorship page.
- Follow us on Twitter – [@mindcharity](https://twitter.com/mindcharity)



## Blogging

- Start a blog about what you are doing and why. Use it like a diary to keep people updated on your progress.
- Include links to your Twitter and Facebook profiles and add links to your photos (and online sponsorship page!).
- Free blogging tools are available from Blogger and WordPress and the online fundraising sites.
- Your blog could even be featured on the Mind website – [mind.org.uk](https://www.mind.org.uk)