

# Social Media Guide

Social media provides an effective and inexpensive way to broaden the promotion of your event and communicate with members of your community. Tweet, talk, share and engage – let's get social together!

## GETTING STARTED IS EASY!

Connect with Women's College Hospital Foundation online! This will allow us to identify you as a member of our community and when we can, help promote your event.

**Twitter:** [www.twitter.com/wchf](http://www.twitter.com/wchf)

**Facebook:** [www.facebook.com/wchfdn](http://www.facebook.com/wchfdn)

**YouTube:** [www.youtube.com/user/wchfoundation](http://www.youtube.com/user/wchfoundation)



## FACEBOOK

Facebook offers a great platform to promote your event, reach a targeted audience, sell tickets and grow your community. Facebook groups and event pages will allow you to create a central hub for event information, photo and video sharing, as well as a great place to facilitate conversation between members of the community and event organizers. Use these [tips and tricks](#) to set up a great event!

- Create an open [event](#) on Facebook and invite your social community to attend. By creating an open event, your attendees can invite their friends and peers.
- For larger or recurring events, consider creating an open Facebook [group](#). This gives you the opportunity to stay in touch with members of your group by providing regular event updates throughout the year.
- If your event budget includes social media advertising, consider [boosting](#) your event page to increase awareness or creating an event [ad](#) to drive ticket sales.
- Leading up to the event, regularly post to get people excited. Give updates, share photos and videos and post-event, thank attendees for their support.
- Tag [@wchfdn](#) in your posts so that we can engage with your content and where appropriate, repost to our audience.



## TWITTER

A useful tool to circulate event promotions and information and easily communicate with your community in 140 characters or less. Use Twitter to drive traffic to your event page and broaden the reach of your event communications.

- Visit the [Twitter Help Centre](#) to learn how to get started with Twitter.
- Create a personal [Twitter](#) account or an account specific to your event.
- Follow members, influencers (Twitter users with a strong following), organizations and companies that may be interested in your event and the content you'll be sharing.
- Post content regularly to increase engagement; content can include general event promotions and updates as well as information about what your event is supporting at WCH.
- Use Twitter to drive traffic to your event page.
- Tag our Foundation handle [@wchf](#) and use the hashtag [#WCHFCommunity](#) so that we can engage with your posts and share with our Foundation community.



## YOUTUBE

YouTube is a great platform for sharing original video content.

- [Create](#) a YouTube channel to support your event promotional efforts.
- Create a professional or amateur video and upload it to your YouTube channel. Smartphones offer video recording capabilities. There are also simple movie editing programs such as iMovie or Windows Movie Maker.
- Share your YouTube video across your other social media platforms (i.e. Facebook and Twitter) for really engaging posts!
- Capture some video footage on event day for inclusion in next year's promotional video or highlights reel!