

Social Media Support



Facebook

A Few Pointers

- Use the “Fundraise with Facebook” option within your “My Participant Center” to have regular, automatic posts.
- “Like” the American Liver Foundation – Great Lakes Division Facebook page and tag us on all of your event postings!
- Share your personal fundraising page with all of your event posts.
- Make a specific request to your Facebook friends.
- Be sure to recognize your awesome donors by calling people out by tagging their name.
- Use our event hashtags (#):
 - #LiverLifeChallenge
 - #LoveYourLiver

Sample Posts

Join me as I run to end liver disease! I have a goal to raise \$2,500 to end liver disease and you can help! Support my efforts today!
#LiverLifeChallenge #LoveYourLiver <INSERT LINK TO FUNDRAISING PAGE>

Only 2 weeks left till I join Team ALF’s Liver Life Challenge! You can support my efforts today by donating \$50, \$25, or even just \$10!
#LiverLifeChallenge #LoveYourLiver <INSERT LINK TO FUNDRAISING PAGE>



Twitter

A Few Pointers

- Twitter limits you to only 140 characters.
- Follow @ALFGreatLakes twitter feed.
- Share your personal fundraising page with every post.
- Recognize your awesome donors by calling them out and tagging their twitter handles.
- Shrink your address to fit into your character count.
- Use our event hashtags (#):
 - #LiverLifeChallenge
 - #LoveYourLiver

Sample Posts

Help me end liver disease! Donate! <Short web address> @ALFGreatLakes #LiverLifeChallenge

Support me at the @ALFGreatLakes LiverLifeChallenge! Donate! <Short web address> #LiverLifeChallenge #LoveYourLiver

1 in 10 Americans have liver disease. Help me end it today w/a \$25 donation <Short web address> #LiverLifeChallenge

Don’t forget our other fundraising resources, tools and tips on the American Liver Foundation Great Lakes Division website! You can access a whole suite of tools at www.LiverFoundation.org/chapters/illinois/fundraising/.

If you have questions or would like assistance with fundraising and social media reach out to:

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