

Creating your SOCIAL MEDIA posts

Social media is the ultimate fundraising tool that allows you to connect with your friends and loved ones with a simple press of a button. You will want to make your post stand out.

HERE'S HOW.



1. Get personal

Post your personal reasons for riding. Use snippets from your own "Why I ride" story. For help drafting your own "Why I Ride," check out the [Why I Ride Story Generator](#) at the online Rider Centre.



2. Add in the basics

Once you have your story down pat, it's important to include the facts. Be clear about the cause, the event and what you're asking.

Example: This June, I'm participating in **Ride Don't Hide** – a community bike ride that raises funds for mental health. Help me reach my goal of XX and donate today.



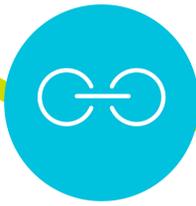
4. Add a visual

The best way to catch someone's eye on social media is with a photo or video, and the possibilities are endless. You can use a photo of yourself or photos from a previous ride. Feel free to repost one of CMHA's **Ride Don't Hide** photos, social shareables or videos. (Find these at the online Rider's Centre. Visuals will really help your post stand out.



3. Have some fun

Remember the ice bucket challenge? Think of how many people got involved and donated. Sometimes the key to fundraising success is having some fun. Try a game, a challenge, or even a raffle to get the support flowing.



5. Don't forget the link!

Last but definitely not least, don't forget to copy the link of your fundraising page into your post. This creates a fool-proof path to your fundraising page and gets your friends and family one step closer to donating.



6. Don't hold back!

You can post again and again, using different messages.



7. Mix it up!

Not every post has to be a request for donations. Mix it up with personal stories and photos, updates on your progress towards your goal, and thank you posts to everyone who supported you. Don't forget to tag your donors!