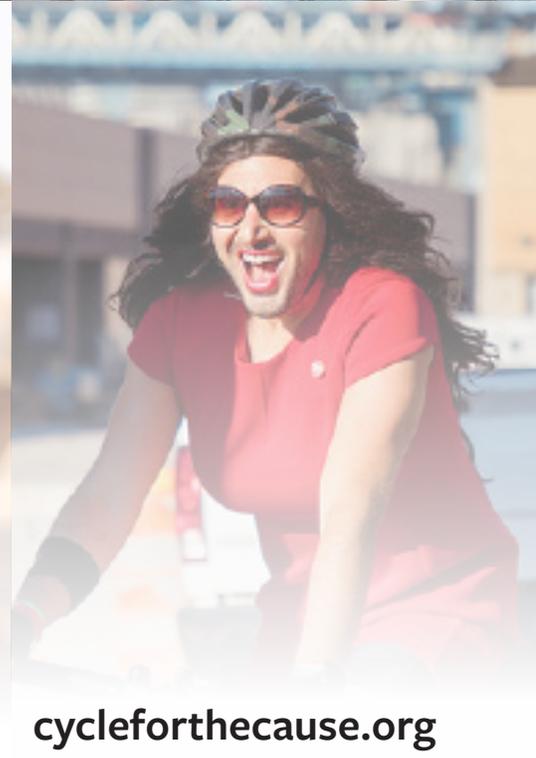


C4c 2022 | Social Media Toolkit



The Northeast AIDS Ride
**CYCLE
FOR
THE
CAUSE**

cycleforthecause.org

10 Best Practices

1. Tell your story, why you're participating or who's legacy you are honoring. Keep your posts brief so people will be more likely to read them.
2. Always include the link to your personal page. You can shorten your personal page's link for social media posts through a URL shortener such as [Bitly](#) or [TinyURL](#).
3. Let people know where the money goes and the programs it supports (see suggested copy below).
4. Try small daily fundraising sprints that your supporters can help you reach:
 - "My goal is to raise \$1,000 by the end of the day—who will help me get there?"
 - "I only need another \$50 to reach my daily goal of \$500—will you be the one who puts me over?"
5. Try tagging five friends in your posts to (politely) grab their attention for their support.
6. Don't forget to say thanks to people and tag them for supporting you!
7. A photo of you on a bike and training goes a long way in your fundraising. It shows your supporters you are truly sweating out the effort to accomplish this huge challenge ahead.
8. Posting your training progress (miles ridden, places visited, etc.) is a great way to take your supporters with you on the journey.
9. Make sure you post about your fundraising progress and always continue to raise your goal once you hit it:
 - "I'm 90% of the way to reaching my goal of \$4,000! I only need \$400 more. Who will help me get there?"
10. Make sure you do one final thank you post after the event with a photo of you at the finish line! Your supporters will love seeing it and knowing they helped get you there.

Social Media Basics

Facebook

Facebook is a great place for longer posts and stories about why you're riding/crewing. Don't forget to include eye catching visuals, such as a photo, to grab people's attention, as well as a link to your fundraising page. You can vary the content by including links to news about HIV research, statistics and more. Be sure to share content from our official Facebook page!

Instagram

Instagram is all about photos and videos. Links in your post won't be clickable, so be sure to put a link to your fundraising page in your bio. You can repost content from @CyclefortheCause by downloading and using the Repost App.

Twitter

Twitter posts are short and sweet, limited to 280 characters or fewer, and hashtags (#) can help users find your posts. This is a great place to tweet your fundraising page link, with a quick reason to support.

Handles & Hashtags

The Center

   LGBTCenterNYC

Cycle for the Cause

  CyclefortheCause

Hashtags

#CyclefortheCause

#C4C2022

#EndAIDS

#RiseUp

#RiseUpEndAIDS

Suggested Copy for Social Media Posts

Facebook and Instagram

- This September I'm participating in Cycle for the Cause (@CyclefortheCause) to raise funds and awareness for The Lesbian, Gay, Bisexual & Transgender Community Center's (@LGBTCenterNYC) HIV prevention programs. #RiseUp with me and support my journey at [link to personal fundraising page]. Together we can #endAIDS.
- It is 2022 and we are still fighting HIV and AIDS. That's why I'm participating in Cycle for the Cause (@CyclefortheCause). Rise up in the fight to #EndAIDS by supporting me at [link]. Every dollar raised benefits The Lesbian, Gay, Bisexual & Transgender Community Center's (@LGBTCenterNYC) crucial HIV and AIDS prevention, education, and support programs.
- Every day The Lesbian, Gay, Bisexual & Transgender Community Center (@LGBTCenterNYC) provides critical support to people living with HIV and works to end the epidemic through prevention and education. But they can't do it without our help. That's why I am participating in Cycle for the Cause (@CyclefortheCause) this September, to raise funds to support this critical work. Support me on this journey at [link]!

Twitter

- This September I'm participating in #CyclefortheCause to support @LGBTCenterNYC's critical HIV and AIDS programs and services. Support me on this incredible journey! [link to personal fundraising page].
- It is 2022 and we are still fighting to #endAIDS. That's why I'm participating in #CyclefortheCause. Support my journey and be a part of the solution: [link to personal fundraising page]!

Need more support? We're here for you! Email cycleforthecause@gaycenter.org.
