

# SOCIAL MEDIA ETIQUETTE

!@#\$%^&\*(\*&^%\$#@!

**Social media can be a great tool for fundraising, educating, and advocacy. If you've never used social media for this, it can also be a little daunting.**

## # What

Hashtag: On Twitter and Facebook, the pound sign (or #) turns any word or group of words that directly follow it into a searchable link. This allows you to organize content and track discussion topics based on those keywords.

## @ Whom

The @ mention: a person's social media handle, you can @mention them in your post

## Stay Calm and ... refrain

Too many links, too many tags, over @mentioning, and far, far too many #hashtags is simply TOO MUCH!

Don't alienate your potential donors by posting too frequently about your event. Wait to promote your event daily or more often until the date is very near. Otherwise it will be old news before it happens.

A good rule of thumb is 2-4 #hashtags with the exception of Instagram whose users frequently tolerate closer to 10. Less is more.

## Think twice, post once.

It's always a good idea to be positive and professional on social media but especially so when you are fundraising. Don't negatively post or put down another person, campaign, site, or social media personality.

To that regard, avoid others' negativity. Give yourself permission to delete inappropriate comments or posts and never feel that you have to respond. Preserve your sanity!

