

# Spread the word:

## Tips on using Social Media

Social media is a great way to reach as many people as possible. After you've got a few donations on your tally you're ready to make it official on social media. Remember to include your fundraising page if you have one, and use our hashtag #varietyqld and tag us:

- Facebook: @varietyqld
- Instagram: @varietyqld
- Twitter: @varietyqld

### DOs

- Think about what you are showing and saying.
- Publicise photos that are positive in nature.
- Seek permission from all individuals in photos; or their guardian/s when an image features kids.
- Remember that all of your photos reflect on Variety Queensland.

### DON'Ts

- No offensive hand gestures or language.
- Background content that is inappropriate or misleading.
- Alcohol consumption and smoking.
- No children appearing distressed or upset.
- No derogatory or offensive comments/captions.
- Behaviour or costumes considered inappropriate, irresponsible or unsafe.

### Handy hints

- Always add an image, as these tend to get more engagement than those with only text.
- Include a link to your fundraising page - sounds like a no-brainer but can be easy to forget.
- Use emoji's! We recommend using [Emojipedia](#). 😊
- Ask people to share, the more people who see it the better!
- Be thankful - make sure you thank your supporters who donate by tagging them. This not only shows your gratitude, but helps spread your fundraising efforts further!

### Social media content examples

I'm proudly supporting @Varietyqld, to ensure all Aussie kids get a fair go! #Varietyqld

@Varietyqld helps children overcome the obstacles they are facing and live life to the fullest. Help me support them! #Varietyqld

Each year, thousands of kids and their families turn to @Varietyqld for support when they need it most. That's why I'm raising money for #Varietyqld