

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.

DONTs

- 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