

Top tips for social media

Social media is a quick and easy way to get your message out there and let people know what you're up to for Children's Hospice South West (CHSW)!



- ☺ Follow CHSW social media to keep up-to-date with our latest news, let us know how you're getting on and share your photos with us.

Like and Follow CHSW on Facebook:

www.facebook.com/CHSW1991

Follow CHSW on Instagram:

www.instagram.com/childrenshospicesw

Follow CHSW on Twitter: www.twitter.com/CHSW

Follow CHSW on LinkedIn:

www.linkedin.com/company/2063633

- ☺ Use photographs and videos to tell your fundraising story or use our 'supporting CHSW' logo, which you can download here www.chsw.org.uk/tools

- ☺ Don't forget to share your online fundraising page links, such as JustGiving to make it easy for friends to donate.
- ☺ Show your friends why you're supporting CHSW by sharing a CHSW family or care story - you'll find lots of inspirational videos on our YouTube channel www.youtube.com/user/CHSW1991 or share a family story from our website: www.chsw.org.uk/story
- ☺ Set up fundraisers directly on Facebook and Instagram (see details below).
- ☺ And please share, like or comment on our social media posts to help raise awareness of CHSW.

Instagram

- ☺ Tag [@childrenshospicesw](https://www.instagram.com/childrenshospicesw) in your updates or add [#CHSW](https://www.instagram.com/childrenshospicesw) to your newsfeed posts and stories.
- ☺ Add a Donation button to your Instagram Stories to encourage friends to donate to CHSW. When creating a stories post, just click the sticker option, select 'Donation' and search for Children's Hospice South West.
- ☺ Example post:
I'm delighted to be supporting Children's Hospice South West and raising money to help support children living with life-limiting conditions and their families across the South West.

Twitter

- ☺ Tag [@CHSW](https://twitter.com/CHSW) or use the hashtag [#CHSW](https://twitter.com/CHSW)
- ☺ Example posts:
We are delighted to be supporting @CHSW as our charity of the year! [#CHSW](https://twitter.com/CHSW)
I'm thrilled to be helping make the most of short and precious lives by supporting @CHSW

LinkedIn

- ☺ If your business or corporate team is fundraising for us, LinkedIn is a great platform to help spread the word! Tag [@Children's Hospice South West](https://www.linkedin.com/company/childrens-hospice-south-west) in your updates or add [#CHSW](https://www.linkedin.com/company/childrens-hospice-south-west) to your posts.
- ☺ Example post:
We are delighted to be supporting Children's Hospice South West as our Charity of the Year. The funds we raise will help support children living with life-limiting conditions and their families across the South West. Find out more about our charitable activities by visiting our website (insert your URL).

Facebook

- ☺ Tag [@CHSW1991](https://www.facebook.com/CHSW1991) or [@Children's Hospice South West](https://www.facebook.com/Childrens-Hospice-South-West) in your status updates.
- ☺ Post on our page: www.facebook.com/CHSW1991
- ☺ Follow our Facebook page to ensure you don't miss an update - just click the three dots below the like button.
- ☺ Join our Be Incredible with Children's Hospice South West Facebook group www.facebook.com/groups/beincredible to stay connected with fellow CHSW supporters and share your fundraising ideas - big and small!
- ☺ Add a Donate button to your post to encourage friends to donate to CHSW. When creating a post, just click the three dots, hit 'select charity' and search for Children's Hospice South West.
- ☺ Create a Facebook Fundraiser to support CHSW, perhaps to celebrate your birthday or to ask for donations towards a fundraising event you're taking part in. To do this:
Go to Home > click the three lines
Scroll down to 'See More' > click 'Fundraisers'
Click 'Create Fundraiser' > search for Children's Hospice South West
Edit the details and set your fundraising goal amount
Click 'Create'
- ☺ Example post:
I'm delighted to be supporting Children's Hospice South West and raising money to help support children living with life-limiting conditions and their families across the South West.



Making the most of short and precious lives across the South West
www.chsw.org.uk

Registered Charity No. 1003314

