



SOCIAL MEDIA TIPS FOR FINEST HONOREES

PROMOTE, PROMOTE, PROMOTE

Share a link to your Finest webpage on all of your social media accounts at least once a week! There are buttons on your Finest webpage that make it quick and easy to share.

SHARE A LOCAL CF STORY

Take a picture with your Finest ambassador and share their story on your social media accounts with a link to your Finest webpage.

GET YOUR FAMILY INVOLVED

Encourage friends and family to purchase tickets to the event to celebrate you as a Finest honoree and to share the event with their networks. If they are not able to attend, let them know they can also make a donation.

CELEBRATE YOUR BIRTHDAY

Use your birthday week to rally your community around your Finest campaign – ask everyone via social media to make a donation to your Finest campaign.

RALLY AROUND THE 65 ROSES STORY

Share the 65 Roses story on social media and ask your connections to donate \$65 in the next 65 hours. Ask a CFF staff member for a cute image you can share that tells the story!

UPDATE YOUR NETWORK ON YOUR PROGRESS

Share your progress toward your fundraising goal! Tell your friends and family about how close you are to your goal and how you are helping make a difference for people with CF.

USE YOUR FUNDRAISING PAGE

Facebook is a great place to promote your Finest campaign, but the Facebook Fundraising tool is difficult to credit back to your Finest webpage. Encourage your friends and family to donate to your individual page instead of fundraising directly on Facebook.

SHARE ON LINKEDIN

Your professional contacts are a great network to share your nomination with and tap for donations outside of your inner circle.

UPDATE YOUR INSTAGRAM BIO

Post your Finest webpage link in your Instagram profile bio and refer to it on your Instagram story and posts as "link in bio."