

Social Media Tips & Tricks for FreedomMakers



For Beginners:

- Once you have your campaign page set up, you are ready to share it on social media:
 - If you are on Facebook, click on the Facebook icon at the top of the page:
 - It will prompt you to log into your Facebook account.
 - Once logged on, you will be able to edit the text before posting your campaign to your Facebook wall.
 - Once you have the text you want added, click “share.”
 - If you are on Twitter, click on the Twitter icon at the top of the page:
 - It will prompt you to log into your Twitter account.
 - Once logged on, you can either tweet the auto-message that will appear or you can edit it to add your own message.
 - Be sure to shorten your campaign web link using a free tool like Bit.ly or Goo.gl.
 - Once you have the text you want, click “tweet.”
- Be sure to post to Facebook and tweet often throughout the lifetime of your campaign to increase exposure.

For Experts:

- To best utilize social media to promote your FreedomMaker campaign, consider the below strategies:
 - To increase exposure of your FreedomMaker tweets, we recommend you use popular hash tags within the justice movement like #endslavery, #enditmovement, #humantrafficking.
 - Sometimes churches, schools, and businesses within your community support campaigns like this. Google if ones in your area are on Twitter and tweet at them asking to support your FreedomMaker campaign.
 - To diversify your tweets/posts, try tweeting/posting what a particular gift could provide. For example, you can tweet/post “\$40 could provide one day of aftercare for a victim of sex trafficking.” Other examples can be found here: <http://www.ijm.org/give/impact-your-gift>.