

Getting the Word Out: Social Media



Beth Israel Lahey Health

Lahey Cancer Institute 5K Walk & Run

You can share your story and your fundraising in bits and pieces on social media as you move through your fundraising. The more fun you have with your posts and the more creative your images, the bigger the potential payoff in support!

Top 10 Tips

1. Link, Link, Link

Make it easy for someone to donate. Always include the link to your personal fundraising page.

2. Be Inclusive

When you can include photos with other people and tag them, you immediately increase your reach.

3. Remember the Event Name

Lahey Cancer Institute 5K Walk & Run; add #Lahey5K.

4. Tag People

Include anyone and everyone you can so grow your reach.

5. Grow your Event

If you are planning a fundraising event, set up a Facebook event, which you can leverage on Instagram as well.

6. Rock a Video

Even 15 seconds of fun will help spread your cause.

7. Be a Weather Warrior

If you are out walking or running in cold, maybe wet, or even hot weather, snap some photos. Show them how it's done with a shot of you running while others are hiding indoors!

8. Show Off

You are part of a community event larger than yourself. When we post a video on our website or social media, get it out there! It will help more people understand why you're fundraising.

9. Remember your Hospital's Social Media

Please add the handle for your hospital so that our social media team will see your posts: @LaheyHospital, @BeverlyHospital (for Beverly and Addison Gilbert hospitals), @WinchesterHosp.

10. Make Holidays your Friend

Ask for donations in lieu of birthday or holiday gifts, or on high-profile days like Memorial Day or Fourth of July, or any others that might be fun.



charity.gofundme.com/lahey5k

Questions? Contact us at Lahey5K@lahey.org