



GREETINGS CHALLENGERS!

Thank you for your efforts in raising money for Orange County youth! To make it a little easier, we've created this social media guide to help you reach your goal. Sharing your efforts on social media is an easy way to let your friends, family and colleagues know about your participation in the challenge. **By sharing your fundraising page on social media, you'll have a higher chance of reaching your goal!**


SOCIAL MEDIA IMAGERY TOOLKIT:


On the website www.orangewoodchallenge.org/challengertoolkit, you will find a(n):

- **FACEBOOK COVER IMAGE** – Add one of these cover images on your Facebook profile page.
- **INSTAGRAM/FACEBOOK TILES** – Add this as your profile picture on any social media platforms. (Facebook, Instagram, Twitter, LinkedIn, etc.)
- **INSTAGRAM/FACEBOOK STORIES** – These can be used for posts on your stories. (Facebook and Instagram)



SOCIAL MEDIA POST IDEAS – FUNDRAISING:

Below are suggested posts you can use for Facebook, Instagram, Twitter or LinkedIn.

	FACEBOOK TIP: Post with a photo or image will get you noticed.	
	Post	
FACEBOOK	I've accepted the challenge! I'm running a course at @orangewoodfoundation Challenge in March. Help me reach my goal and support Orangewood youth at [LINK TO FUNDRAISING PAGE] #challengeaccepted	

	INSTAGRAM TIP: When creating a post on Instagram, a link will not work. Add your fundraising page link to your profile page.	
	Post	
INSTAGRAM	I've accepted the challenge! I'm running a course at @orangewoodfoundation Challenge in March. Help me reach my goal and support Orangewood youth at the link to my bio. #challengeaccepted	



	TWITTER TIP: You only have 240 characters to let people know about the challenge. Keep it short!
TWITTER	Post Accept the challenge with me and @orangewoodfdn ! Help support OC youth at [LINK] #challengeaccepted
	LINKEDIN TIP: LinkedIn is all about interactions, so comment and share about the challenge when you see it on Orangewood Foundation's page.
LINKEDIN	Post 54% of youth from foster care will earn a high school diploma, I'm taking a challenge with @OrangewoodFoundation to help improve these numbers. You can also help a youth's life by helping me reach my goal at [LINK]. #challengeaccepted

SOCIAL MEDIA POST IDEAS - OTHER:

Before the challenge:

- What are you doing to prepare for the course?
 - Share a picture of your workout
 - Share a fun activity that is stimulating your brain
- How is your fundraising going?
 - Screenshot your progress from your fundraising page
- Who are your teammates?
 - Share stories of your team members

After the challenge:

- Share your experience
 - Share pictures you took during the race
 - Share a group picture of your team
- What are you doing to relax after the race?
 - Share a picture of what you did right after the race
- How is your fundraising going?
 - Share a before and after picture of your fundraising goal

Reminders

- Use the hashtag: #challengeaccepted
- Mention or tag: @orangewoodfoundation (Facebook/Instagram/LinkedIn) and @orangewoodfdn (Twitter)