SOCIAL MEDIA

Using Facebook, Twitter and Instagram to build your team!

Social Media is a great way to get the word out that you're fundraising for epilepsy. Here's a quick overview of the three different major social media outlets.

Facebook

Facebook is a commonly used social media platform where people or businesses can start a page and connect with others. It's a great place to share your thoughts, connect with the EFEPA and others in our community, and share educational posts. User names would just be your name, or the name of the business.

Instagram

Instagram is an online mobile photo-sharing, video-sharing and social networking service that allows you to take pictures or videos and share them with your friends, or on other networks like Facebook and Twitter. User names are listed with an @ symbol before their name. Our Instagram name is @efepa. You can only add pictures and videos through the Instagram App on your phone or tablet.

Twitter

Twitter is an online social networking service that enables users to send and read short 140-character messages called "tweets". You can also attach pictures to you "tweets." User names are listed with an @ symbol before their name. Our Twitter name is @efepa.

Hashtags

If you're not a social media wiz, you may not know what a "Hashtag" is or what the # symbol means. It's actually not so complicated! Hashtags are used in social media on Twitter and Instagram as a way for people to search for "Tweets" or picture with a common topics. It's similar to color coding—it organizes people's thoughts and photos under a category, marked by the "#Hashtag" to link people together.

Here's an example from the EFEPA Twitter Account. The word #epilepsy will categorize this tweet with any other posts about epilepsy!

Epilepsy Foundation @EFEPA · 17 Jun 2015

Meet others living with #epilepsy like Hannah's Helper's at the Summer Stroll this Sat, 6/20! bit.ly/1GfLPs8

Here's another example using Instagram:

Now, anyone looking at other pictures with the Hashtag #Philadelphia, #PA, #EpilepsyAwareness, #fairmountpark etc, will see this picture!

If you're "hash tagging" a phrase like "Epilepsy Awareness" be sure to make it all one word—adding a space will make the tag only apply to one part of it: #EpilepsyAwareness

If you're active on Instagram, you can post pictures of yourself (aka a "selfie"!) or a member of your team and let your friends know you are participating in the Walk For Epilepsy. Use the hashtag #walkforepilepsypa and your pictures will show up alongside ours!

Idea's for Facebook posts

Social Media is so effective because it allows you to share your personal story with those connected with you, whether it's someone you've known for 10 years or an old work associate. By sharing your personal experience, you'll educate them as to why epilepsy awareness and programs are so important, and inspire them to donate! Here are some sample templates you can use when posting on Facebook about your team:
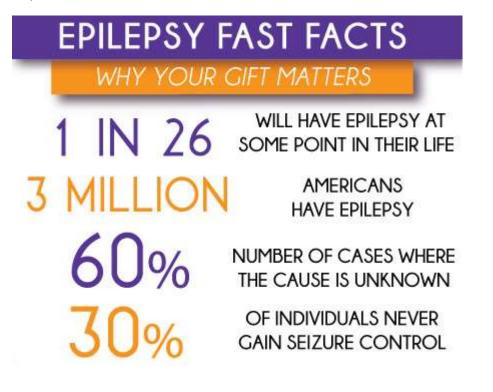
- I just started my team for the Walk for Epilepsy Northeast PA on April 22nd , hosted by the Epilepsy Foundation Eastern PA. Support my efforts by joining my team, making a donation or starting your own team! Click here (insert your fundraising page link.)

- I'm walking in the Walk for Epilepsy Northeast PA because someone I love is living with epilepsy. Until we find a cure for seizures, the thousands of people living with epilepsy in our area need our support. Join my team today! (insert your fundraising page link.)

- I started a team for the Walk for Epilepsy because I have epilepsy and believe more people should know how common it really is! Will you support me in this cause? Make a donation or join my team today! Thanks! (insert your fundraising page link.)

- I'm committed to raising at least $_____ to support the Epilepsy Foundation Eastern PA at the upcoming Walk for Epilepsy! Help me reach this goal by donating $___ (10,15,25 dollars) to my team! Click here to join me! (insert your fundraising page link.)

- Are you busy on April 22nd? Join me and my team _____ (team name here) at the Walk for Epilepsy at PNC Field in Moosic, PA. We're walking to raise awareness about epilepsy and fundraise for programs that help those in need. Click here to get involved! (insert your fundraising page link.)

- Did you know 1 in 26 people will have epilepsy in their life?! It's more common than many know. That's why I'm participating in the Walk for Epilepsy in Moosic, PA on April 22nd, hosted by the Epilepsy Foundation Eastern PA. Support my efforts by joining my team, making a donation or starting your own team! Click here (insert your fundraising page link.)

As a general rule of thumb, try to keep posts on the shorter side—a few sentences, because sometimes longer posts on Facebook can get overlooked. You can always write a longer explanation on your team page. The most important part is that it feels personal and reflects you! Pictures also go a long way in telling your story. If someone joins your team or makes a donation, saying thanks on Facebook is also a wonderful way to build team spirit.

You can also use our Facebook cover photo to show your support!

If you need an image to get a post started, feel free to share this one! It will educate people about epilepsy and inspire action!

To save these images, simply right click and hit "Save As Picture"

Ideas for Twitter

Tweets have to be even shorter than Facebook posts, so making them clear and concise is key! To save space you can make the link to your fundraising page shorter by using a service called "Bitly.com". It creates a shorter version of your link so you can maximize your tweets. Visit: https://bitly.com/ to paste a link and shorten it!

Here's a few ideas to get you started:

- I'm walking in @efepa's Walk for Epilepsy to raise money for epilepsy services. Join my team: [Insert link for team page] #walkforepilepsy

- I'm trying to raise $____ to support people with epilepsy like me! Help me reach my goal at [Insert link for team page] #walkforepilepsy

- I'm trying to raise $____ to support people with epilepsy like (loved one's name) ! Help me reach my goal at [Insert link for team page] #walkforepilepsy

- How far would you go to help people with #epilepsy? Join me at the Walk for Epilepsy! Sign up at [Insert link for team page] #walkforepilepsy

- 1 in 26 will have #epilepsy. Help raise awareness by joining my team: [Insert link for team page] #walkforepilepsy