



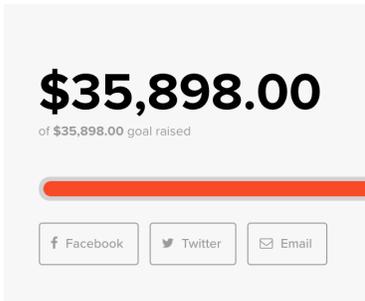
Social media how to's

Even your grandpa could use

SHARE YOUR FUNDRAISERS

Social Media can be a great way to let everyone know you're raising money

1. Choose one of our FUNdraisers: Pledge your birthday, start a team, or start a campaign via www.voices4freedom.org/fundraise
2. Once your campaign is set up, you'll see a button for "FACEBOOK," "TWITTER," and "EMAIL" on your campaign page. This allows you (and your friends) to share through any of these platforms.
3. Share with your audience why you're supporting Voices4Freedom, add a picture when possible, and request that they share/retweet.



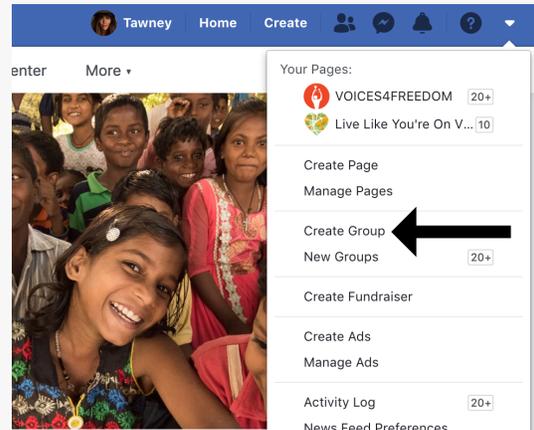
FANCY FACEBOOK

Facebook is still the #1 social platform for fundraising... and easiest for grandma to use.

1. Like our page
www.facebook.com/Voices4Freedom
2. Choose from these Voices4Freedom images to share as a profile picture, banner, or post. Now that's prime real estate! www.voices4freedom.org/get-social

3. If you're fundraising with a team, create a group on facebook. It's a great way to keep everyone organized and inspired.

- Click the drop-down arrow on the top right corner of Facebook
- Select Create Group
- Name your group, add members, and edit privacy settings.



4. Add a Voices4Freedom frame to your photos

- First, type in www.facebook.com/profilepicframes as the URL
- Search Voices4freedom in the search box. There are several ways to customize your photo options that you take using the Facebook camera.
- Finally, click the Use as Profile Picture button to publish your new picture!



Let's share about the things that matter most.

INSTA(GRAM)FREEDOM

Raising awareness through pictures and videos has never been easier ... as the saying goes “a picture is worth a thousand words,” and if we are lucky, thousands of dollars?

1. How to make an Instagram post:

- To make a main post, open the app and click on the + button at the bottom center of the screen, then choose a personal photo or find Instagram ready photos at www.voices4freedom.org/get-social, click next at the top right corner and begin editing.
- Share with your friends what your photo or the cause means to you and be sure to tag us by pressing @voices4freedom.
- After your personal caption you can add some hashtags so more people can see your photo like, #voices4freedom #nonprofit #dogood #change #activism #freedom #causes #charity #humantrafficking #slavery.
- Tag anyone you'd like to include by pressing "@" followed by their name then viola you're ready to publish.

2. How to make an Instagram story:

- To make a story, click on your icon in the top left corner of the screen where it says + Your Story.
- Use the circle button to take a picture, hold down the button for a video, or choose an existing one from your photo album.
- Let your photos or video tell a story! Tell everyone why they should join you in supporting people come to freedom!
- You can also select "LIVE" and anyone who's on instagram when you go live can tune it. You can record for as long as you'd like and anyone watching can comment or ask questions.

3. How to add your fundraising link in your bio:

- Make your campaign page easy to find by adding it to your bio. Click on your icon at the bottom right corner, click on the Edit Profile button. In this menu, you will be able to change the link in your bio. Enter in your campaign URL. This is the only place on instagram that allows links so when you post a photo you can say something like “I'm raising money for Voices4Freedom and need your help, check out the link in my bio.”

