



Social Media Tips and Tricks!

Firstly, make sure you are following Cure Parkinson's on social media:

Facebook: @cureparkinsons

Twitter: @CureParkinsonsT

Instagram: @cureparkinsons

If you are completing a challenge as part of a wider team, be sure to follow your fellow teammates, the places, hotels and landmarks you will be staying in or passing by during the challenge, any organisations, businesses or people involved in your challenge and local press through your social media platforms.

As you start promoting your fundraising make sure you tag the above in your posts using their handle to encourage them to re-share your posts and promote your challenge to even more people!

Pre challenge

Try to post regularly in the lead up to your fundraising challenge even if it's just once a week across your social media platforms. You could post about:

- Your training efforts – Take photos or a short video to share your training efforts and why you're taking on the challenge for Cure Parkinson's.
- Mention and thank any sponsors or businesses involved in your challenge as they are confirmed – Is anyone supplying special equipment to you i.e., Trekking or cycling gear? If they are on social media make sure you tag them in these posts!
- PR you manage to obtain in the lead up – If it's on the radio encourage people to tune in and listen, post a link to listen live or a link to re-listen on catch up. If it's a publication piece post a link to the article online if available or scan the article and post about it. If the publication or radio programme is on social media tag them in these posts to encourage them to re-share to their social media platforms and followers.
- Thank people who have donated to your fundraising page so far.
- Remind people why you are taking on the challenge and what it means to you. Include the link to your fundraising page in these posts to encourage people to donate!

During the challenge

If your challenge is longer than 24 hours, try to post each day during the challenge so that people can follow you on your adventure! You could post about:

- What you've achieved that day.
- Any particular challenges or obstacles you might have faced.



- Famous landmarks, towns or villages you've had the pleasure to visit.
- People you bump into or meet along the way.
- How the challenge is going and how you feel so far.
- Where you're staying for the night.
- Landscapes / scenery or wildlife you experience.