



## Social Media Posting Guide, Tips & Samples

### Tips for successful Social Media posts:

- Post during Social Media peak times (1pm-4pm & 5pm-7pm)
- Add a photo (posts with images get the highest amount of engagement on Facebook)
- Share YOUR story about why you participate in Camp Good Days' Tour de Teddi
- Copy/Paste your MobileCause URL directly on your social media pages
- After every donation you receive post a "thank you" to share on your page and the donors.

### Samples:

- I'm preparing to participate in the Tour de Teddi on Saturday, September 10<sup>th</sup>, 2022. I will be riding (45 miles around Keuka Lake/ 27 miles to Hammondsport and back) with (Team name/Tagged friend). I participate to help spread awareness and raise money for Camp Good Days. CGD provides summer camp experiences and year round programming for children, adults and families whose lives have been impacted by cancer. Please help support me in my efforts to raise \$(XXX.XX). Please donate to my page: (add MobileCause URL)
- Hello Everyone! I want to tell everyone I will be participating in Camp Good Days' Tour de Teddi on Saturday, September 10<sup>th</sup>, 2022. My goal is to raise \$(XXX.XX). I'm participating because (insert YOUR story). Every donation gets me closer to my goal! Please donate to my page now: (add MobileCause URL)
- Did you know the first Tour de Teddi took place over 30 years ago? Did you know Camp Good Days is in its 44<sup>th</sup> year, has had over 50,000 campers and is completely free of charge? I am participating in this year's Tour de Teddi on Saturday, September 10<sup>th</sup> to raise money to help send a camper to CGD free of charge. My goal is \$(XXX.XX). Help me reach my goal by donating to my page: (add MobileCause URL)