



## Using Social Media

It is a great idea to promote your event on social media; this not only advertises your fundraising and reaches more people to support you but also spreads the word of UCARE and the awareness of urological cancers. Every new person you reach may become a new supporter or may be made more aware of urological cancer and where to find support.

- ✿ **Tweet and tell people what you're doing and why**
- ✿ **Share a link to your online fundraising page**
- ✿ **Follow relevant people, local businesses and important people in your community. If they follow you back it might open up new opportunities for help with your event or donations**
- ✿ **@reply your close connections on Twitter and ask them to retweet your tweets**

- 🌱 Please mention @UCAREoxford we love seeing your tweets
- 🌱 Communicate with people outside your followers by using a hashtag. Make them relevant you can use your local area (#Oxford)
- 🌱 Tell Facebook about your fundraising, tell people why you're doing it and share a link to your online fundraising page. You can create an event to invite friends and followers
- 🌱 Upload photos to Instagram to engage people every step of the way and be sure to use hashtags to help you reach more people.
- 🌱 Let people know your story, why and how you are supporting UCARE to find new ways to fight urological cancer