

# Social Media Toolkit

Another way to engage with your community to educate them about the mission and fundraising efforts of The Arc of Cape May County is through social media (Facebook, Instagram, and Twitter). Below are some recommendations for engaging on social media and joining the conversation surrounding the topics most important to our community.

Many members of our donor community and supporters are very active on social media, and you can engage with them on a variety of platforms.

**Step 1:** If you are unclear on what social media platforms we are on, visit The Arc of Cape May County's website [arcofcapemay.org](http://arcofcapemay.org); you will find an icon for our social media accounts on the top right of the page. Be sure to select each of them and like us on Facebook and Instagram as well as follow us on Twitter.

**Step 2:** Interact with your friends and community on the various platforms to help raise awareness for The Arc of Cape May County:

- On Facebook, tag a friend in your post by using the "@" symbol (example: @John Smith) when you post about our mission, efforts, and fundraising or share a photo related to what we do. Be sure to tag The Arc of Cape May County when you mention our name by using the @arcofcapemay.
- On Instagram, mention your friend using their Instagram handle (example: @JohnSmith) in your posts. Be sure to tag The Arc of Cape May County when you mention our name by using the @thearcofcapemay.
- On Twitter, mention your friend using their Twitter handle (example: @JohnSmith) in your tweets. Be sure to tag The Arc of Cape May County when you mention our name by using the @arccape.

**Step 3:** Engage in the larger conversation online by using hashtags. For example, if you are talking about GivingTuesday or The Arc of Cape May County - use the hashtags *#GivingTuesday* and *#TheArcofCapeMayCounty*.

Online right now, there are conversations about on a variety of topics, and by using those hashtags, you will help The Arc of Cape May County see that you are becoming part of the larger conversation!

Make sure to use *#TheArcofCapeMayCounty* in all advocacy and fundraising related social media posts, so we can see how we are improving awareness and fundraising efforts in our community!

# Sample Social media Messages

Remember to always tag The Arc of Cape May County and link directly to our website [arcofcapemay.org/givingtuesday](https://arcofcapemay.org/givingtuesday)

Giving back isn't cancelled. On #GivingTuesday, we're sharing ways you can express generosity right from your own home. Visit The Arc of Cape May County's website to learn how you can help today. <https://arcofcapemay.org/givingtuesday>

A truly global threat like COVID-19 affects every person on the planet, and #GivingTuesday presents an opportunity to come together as a global community to support org's like The Arc of Cape May County. <https://arcofcapemay.org/givingtuesday>

Together we heal. We're rallying our community for #GivingTuesday -- Join Us to give back: <https://arcofcapemay.org/givingtuesday>

Together we stand. We're united with our global community for #GivingTuesday. Let's give back and show our strength: <https://arcofcapemay.org/givingtuesday>

Together we give. Learn how your generosity makes a difference on #GivingTuesday <https://arcofcapemay.org/givingtuesday>

#GivingTuesday is an opportunity for people around the world to stand together in unity – let's rally to help The Arc of Cape May County. <https://arcofcapemay.org/givingtuesday>

Around the world, people are finding creative ways to support the people who are on the front-lines of fighting COVID-19. The Arc of Cape May County has adapted with creative initiatives to support our adults.

While we can no longer convene in person, The Arc of Cape May County has continued to support our community through increased technology and telemedicine.

# Facebook Fundraisers

Creating a Facebook fundraiser is a fun and easy way to raise money for The Arc of Cape May County alongside your friends and family!

## WHY A FACEBOOK FUNDRAISER?

Making the world a better place for people with disabilities only takes a few clicks!

- 100% of the money you raise goes to The Arc
- Donor and payment information is secure
- It's a great way to celebrate a birthday, event, anniversary, or milestone
- Your friends and family will get involved in the fight for disability rights
- You can easily track your progress toward your fundraising goal

## HOW TO START YOUR FACEBOOK FUNDRAISER

1. Log into your Facebook account
2. Visit [facebook.com/arcocapemay/fundraisers](https://facebook.com/arcocapemay/fundraisers)
3. Click the "Raise Money" button
4. Make sure The Arc or Cape May County is your selected Nonprofit
5. Enter how much you want to raise