

Social media tips and tricks

1

Sharing links the right way

- **Where to find your fundraising link:**
 - Log in to your fundraising platform (e.g., Raisely).
 - Look for the “Share” or “Copy Link” button.
 - Save it somewhere easy to find, like your phone’s Notes app or email it to yourself.



Pro Tip: On **Instagram**, you can’t click a link in a post’s text (called “copy”). Instead, put it in your bio (profile) and say, “Link in bio”.

On **Facebook**, links in posts do work – so paste them right in!

2

Why QR codes aren’t always helpful

- **Create a QR code for your fundraiser in CANVA or at [qrcode-monkey.com](https://www.qrcode-monkey.com)**
- **Don’t post a QR code online!** Most people view social media on their phones. If you post a QR code, they can’t scan it because they’re already using the device that would scan it! **Instead:**
 - Share the link directly.
 - Use words like “Click here to donate” and make it easy.

3

Tagging vs. collaborating on Instagram

- **Tagging:** When you tag us (@Gotcha4Life), your post may be shared to our Stories for 24 hours.
 - Stories are temporary and reach your current followers.
 - Our Feed (the main grid) is for broader, permanent posts with official messaging.
- **Collaborations:** We prefer not to accept every collaboration request. If you send a collab request, you might see a reply saying: “Please tag us instead of requesting collaboration.” This helps us keep our feed focused and aligned with our building mental fitness messaging.

4

Final tips

- **Make it easy for people to support you:**
 - Always double-check your link works before sharing.
 - Be consistent but not annoying – remind people to donate every few days.
 - Use personal stories or photos to connect emotionally with your audience.