

# STRONGER TOGETHER SOCIAL MEDIA TOOLKIT



[giving.dukechildrens.org](http://giving.dukechildrens.org)

## *Standing Apart, Stronger Together* *A Digital Fundraising Campaign for Duke Children's*



Thank you for standing with Duke Children's during this socially distanced time! Together, we can be strong for Duke Children's. Whether you are running an online fundraising page, hosting a virtual event, or participating in Extra Life, this tool kit will give you tips and ideas on how to share your efforts with your family and friends. Remember - reaching out to your already-existing audiences is the best way to have a successful campaign!

### Quick Reference

- **Stronger Together Information Website:** <https://giving.dukechildrens.org/get-involved/stronger-together>
- **Hashtags:** #strongertogether and #dukechildrens
- **Duke Children's Social Media:** <https://www.facebook.com/DukeChildrens/> and [https://twitter.com/Duke\\_Childrens](https://twitter.com/Duke_Childrens)
- **@ Mentions:** Facebook (@dukechildren's) and Twitter (@duke\_childrens)

### Where to start?

#### Awareness

- Make yourself aware of the mission, programs, and statistics of Duke Children's
- Find information on Facebook (@DukeChildrens), Twitter (@Duke\_Childrens), and our website (dukechildrens.org and giving.dukechildrens.org)
- Ensure that everyone you come in contact with is aware of what you're doing and why

#### Who Should You Contact?

You will be amazed how many people you know once you start to identify and list them. Make sure to include:

- Family and relatives
- Friends and neighbors
- Friends of friends
- Work associates
- Organizations/clubs
- Religious groups
- Your kids' families and friends
- Your parents' friends



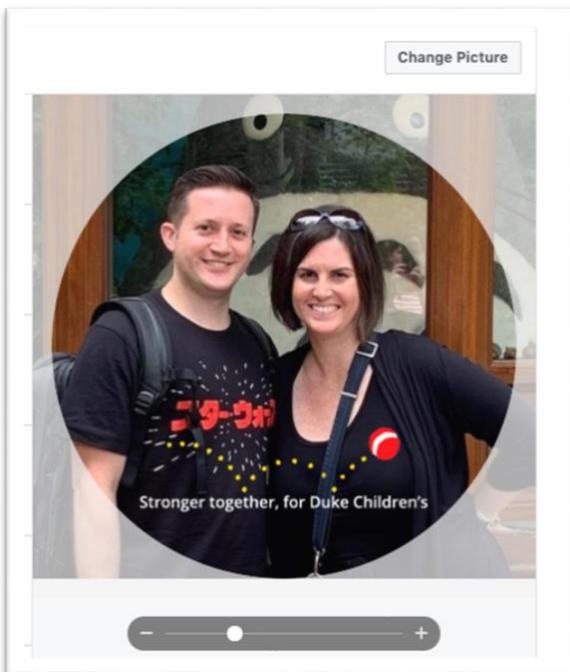
## Social Media

Create personalized posts to inspire friends and family members to visit your fundraising page to make a donation and/or participate in your virtual event! Below are some ideas to get you started in reaching out to your personal network.

### Facebook and Twitter:

- *I am fundraising for Duke Children's this fall because even though we are standing apart for safety, we are stronger together, even from a distance! Please support me by visiting my fundraising page [insert your personalized link here] and making a donation to support the kids and providers at Duke Children's!*
- *Duke Children's saved my child's life, and so I am hosting a socially distanced 5K this fall to support Duke Children's! Will you walk and donate to support kids like my daughter, kids who are here today and healthy because of the work done at Duke Children's? [share personalized team page]*
- *I love playing video games with my friends, and the only thing that makes playing those games more fun is knowing I am helping others while doing it! That's why on November 7, I'll be playing games for 24 hours to raise money for Duke Children's! I know it sounds crazy, but it's like a marathon – I'll just be playing games instead of running. Will you help me reach my fundraising goals for all the kids at Duke Children's who just want to go home and play with their friends? [share fundraising page]*

### Additional things to consider:



- **Try using our interactive hashtags** (#stronger together and #dukechildrens) in your posts, and make sure to tag Duke Children's on Facebook (@dukechildrens) and Twitter (@duke\_childrens!).
- **Consider using a photo of your child or family** to help boost visibility—a picture is worth a thousand words, and your friends and family are more likely to interact with your post if they see a photo.
- **If you are hosting a virtual event or gaming session, create a Facebook event** and invite your friends and family to join as well.
- **Add the Stronger Together Facebook frame to your profile photo** – tap “Edit” on your profile picture, then tap ‘Add Frame’ and search for “Duke Children's, Stronger Together, Pediatric”
- If you need additional inspiration, feel free to share posts from the Duke Children's Facebook and Twitter pages! We update those feeds regularly with stories about our patients and providers!



## Instagram:

Share photos with friends and family and tell them why you're excited to be supporting Duke Children's! Share why it is so crucial to support Duke Children's during this time. You can post a link to your fundraising or event page in your Instagram bio. In addition to sharing meaningful pictures, you can also create awareness of your fundraising activities through posts on your Instagram story. Use the hashtags we shared above and creative captions to inspire those around you to get involved!

## Video

Instead of writing post after post on your social media forums, consider switching it up! Make a short video detailing your Duke Children's story and why supporting Duke Children's is so important. Most social media browsers will watch a video before they will read a post. It is easier to communicate why you are supporting Duke Children's when you are speaking about it – the video makes it more personal.

You can also go "live" on Facebook to share your story via video, your Facebook friends will receive a notification to tune in when you do!

## Questions?

Feel free to email Lindsay at [lindsay.gordon@duke.edu](mailto:lindsay.gordon@duke.edu) with any questions you might have. She can also provide you additional materials and access to other patient stories should you need inspiration for your posts. You can always visit the Stories page of our website, <https://giving.dukechildrens.org/stories>, for access to moving patient stories and articles on the amazing research being done at Duke Children's.

**Thank you for supporting Duke Children's – we truly are stronger together!**



