



Vinnies School Sleepout Social Media Tips

Thank you for Rising to the Challenge! Below you will find the social media essentials to get you started. With your help via email, Facebook, Twitter and LinkedIn we can spread this message far and wide. Your voice is the one your family and friends will listen to and you can help raise awareness, inspire others to get behind the issue of homelessness in Australia and drive donations for Vinnies' important work in the community.

Get on board with:



@vinniesnsw #VinniesSleepout



www.facebook.com/VinniesNSW



www.youtube.com/user/NSWVinnies

If you have photos or video content that is suitable for the Vinnies NSW main gallery, please send these to events@vinnies.org.au with 'photo' in the subject line. Please also email through the talent release form to ensure Vinnies has permissions from those featured in the photo. If the person is under 18 years of age, their parent/guardian will need to sign the talent release form. Please contact events@vinnies.org.au for this form.

Tips & Hints

1. **Make social media your friend** and be sure to follow/like us for the accounts you have access to. For a great video tutorial on how to easily connect your Facebook account to your online fundraising page, please visit: <https://support.gofundraise.com.au/entries/21797461-Using-Facebook-Connect>. Pages that are connected to Facebook raise on average 6 times as much as those that are not.
2. **Challenge your friends and family** to take action through posting questions as your status. For example, "So who is going to support me and homelessness with a donation to the Vinnies Community Sleepout?"
3. **Set an interesting challenge for yourself** to accompany your event for example, if your donation target is exceeded, you will bring your teddy bear along, or wear a onesie or something equally as quirky that will encourage people to sponsor you. The issue of homelessness is a serious one, but your fundraising can still be creative.
4. **Share the message with regular updates** and keep your content engaging and frequent. Varied messaging works best. Include statistics on homelessness, photos from your fundraising activities and videos that you can find on our YouTube channel to share. Additional materials can be found on the Resources section of your fundraising page. You will need to ensure you have permission from the individuals featured in the videos and photos permission to use their image and for anyone under 18 they will need parent/guardian consent.
5. **Keep it visual** for example, change your cover photo on Facebook so people know about your involvement.
6. **Change your email signature** to include your fundraising URL to help you spread the word.
7. **Take people on a journey** with you and consider starting a blog. This is an opportunity to describe your journey in organising your event.
8. **Share, share, share!** On the night itself, we imagine that many different thoughts will race through your mind; thoughts of where you'd rather be and of the people experiencing homelessness who don't have the option of returning to a warm, soft bed the following night. These thoughts should be shared with people who are interested and supportive of your journey.
9. **Say "Thank you"** to your very generous family, friends and colleagues who have supported you and your amazing efforts.

10. Maintain the momentum and keep people updated on the issue of homelessness by sharing our social media posts even after the event. Another way to stay in the loop is to sign up for our Vinnies NSW email newsletter and join the Social Justice blog (*join via vinnies.org.au*).

You can also sign our online petition to help us call on the Government to recommit to the halve homelessness by 2020 targets. For more information, please visit: <http://www.change.org/en-AU/petitions/vinnies-calls-on-both-sides-of-federal-government-to-recommit-to-halve-homelessness-by-2020-targets>

Thank you and good luck!