

## Posting Pointers



The most important thing to remember when posting is to keep people emotionally invested. Be sure to create the content in your own style, always stay positive, and use these simple tips and tools when documenting this journey to help sustain interest in your story.

## Posting Suggestions



**Photos** – Whether they're of fond memories or recent progress, people love them.



**Videos** – More movement than photos – and possibly more moving.



**Shares & Likes** – “Share” or “like” someone else's story of a loved one in need and there's a good chance they'll do the same with yours. Also, don't be afraid to take the initiative and encourage people, in a friendly way, to like your page or share your posts.



**Responses** – Show your appreciation to those who are participating to whatever extent in helping you to find a donor.



**Acknowledgements** – Let others know how individuals have been there for you, no matter how large or small the deed.



**Motivational Posts** – Keep everybody's spirits up, including yours.



**Personal Experiences** – Share stories about what your loved one is doing beyond this challenge (vacations, good days, etc.) to show that there is so much more life to live.



**Tags** – Tell your story to more than just your friends. Tell it to your friends' friends.



**Livestream** – Talk to others and answer their questions (almost) face to face.



**Hashtags** – Create catalogues of this challenge so folks can easily find out what's going on.

## How Often and How Long



**2 to 3 posts per week** – Less than that and people might lose interest. More than that and they may feel overwhelmed.

**250**  
↓  
**80**

**Keep it short** – A post below 250 characters is great. A post below 80 characters is even better.

**Note:** Don't feel like you need to use all of these. You can just stick to those with which you are most familiar.

## Facebook Help Center

If you still have any questions or concerns that this toolkit doesn't cover regarding Facebook, the site has a comprehensive Help Center that covers most issues. Just go to the “down arrow” button on the right-hand side of the toolbar on your page, click on it, and scroll down to “Help.” From there, search for answers to questions or scroll down to “Visit the Help Center.”