

## How you can utilise Social Media as an Acts 435 Advocate

Firstly, the simplest thing to spread the word about Acts 435 is to 'share' our posts to your own Facebook page/followers or re-tweet any of our tweets - this shares what we do to all your friends and family showing that you support us!

These tips are intended for those who already use a social media account for their church/charity, but if you don't already have one and need any help in setting one up please feel free to contact me.

If you already use your accounts to advertise what you do/your events it is only one step further to engage your community to get them to donate to your requests!

Here is a great example from Imagine in Norfolk on Facebook:



Here is a twitter example too:



This is the simplest way to get your request out there - all you need to do is write a simple sentence about the nature of the request and then link the request on our

website. This is simply the Acts 435 webpage with the request number after it e.g. [www.acts435.org.uk/R12345](http://www.acts435.org.uk/R12345) - Facebook or Twitter will automatically make this into a link for you. It's as easy as that, and takes no time at all! If you tag Acts 435 (just start with the @ sign and then Acts 435 Facebook or Twitter will find us and tag us), then we can also share/like and get it noticed by more donors too. You can include a picture - especially on twitter this appears more eye-catching, but it isn't necessary.

There's nothing more inspiring to those in your community that might donate than a bit of story, so if you have the time to give more than a sentence, please do. HOWEVER, remember as with all requests you cannot reference names in your posts (even more important as local followers may be able to identify someone more easily).

Another way to use Facebook and/or Twitter is to shout about what you, and we, do! We know that not all of your churches/charities have the time or manpower to do this, but if you do it is so worthwhile to get more people liking your page and hopefully donating. One of our partners in Haverhill have recently been excellent in referencing their 'thank you' messages when it relates to an Acts 435 request:



This is just the tip of the iceberg in terms of how you can utilise social media as an Advocate, but if you have any questions or want to know any further details or support please do post onto our Advocates facebook group, or email me: [kgreene@acts435.org.uk](mailto:kgreene@acts435.org.uk)