



## Social Media 101

# A guide to everything you need to know to best capture and share content before and during the run!

Social media is a great way to engage with donors and share your journey in the lead up to and on the run. By now you hopefully have a team Facebook and/or Instagram account to share all the funny, weird, and wonderful events and activity before the run and along the way.

We wanted to share our top tips for creating engaging content on social media - not only is it an easy way to show those who have already donated what you are up to, but it can also help encourage those who haven't already to donate as well!

- Please capture as much imagery and video footage (under 15 seconds is ideal) as you can while on the road, quirky, crazy snaps and videos make great content, but keep videos short and snappy!
- Supporters will love updates, whether it's a daily video debrief, shots of New Zealand's amazing scenery, or live commentary updates whilst driving (the passenger would be doing this, obviously). Basically, anything that happens that makes you laugh, cry, shout, or scream – capture it!
- When posting on either Facebook or Instagram, always tag **@kidscannz** so our team can share your content on our own channels, we would also love for you to tag **@pp23teamkidscan**, our KidsCan Pork Pie team page, and don't forget to use the hashtag **#porkpiecharityrun** in all your posts
- Both Facebook and Instagram also have a Live Stream function, this is a great way to include your followers as it happens live – just be sure not to do so if it is going to distract the driver.
- Take all videos **in vertical mode**, this will achieve the most reach and engagement.
- If you do happen to take any news-worthy content that you think may be of interest to our KidsCan marketing team, please send it to [marketingadmin@kidscan.org.nz](mailto:marketingadmin@kidscan.org.nz) so we can share it on our own channels! Content is key in how we share the journey with our supporters, so we love to see as many photos and videos as we can get our hands on!
- Use the hashtag **#porkpiecharityrun** on all of your social media platforms. This allows people to easily follow your journey and that of the whole Pork Pie Charity Run event in one place.



Facebook: @KidsCanNZ



Instagram: @kidscannz and @pp23teamkidscan