

# Community Fundraising Events

## SOCIAL MEDIA TIPS

### Facebook [Corewell Health Foundation West Michigan](#)

Use Facebook as an additional fundraising tool by showcasing your upcoming event to family and friends through posts and event pages.

#### Tips:

- As you finalize your event, make sure it's set to public so that others can share with their networks.
- Add Corewell Health Foundation West Michigan as a "Co-Host" of your event so our social media team can interact with your guests or answer questions.
- Tag Corewell Health Foundation West Michigan in event posts.
- Add exciting photos or videos in your posts to increase engagement.
- Invite your friends to "Like" your organization's page or attend the event.
- Share your story. Tell your friends and followers the "why" behind your event—your personal connection to the cause is what makes your fundraiser special.
- Post questions or conversational prompts that encourage members to engage (i.e. What are you most looking forward to at the event?).
- Share content from the Corewell Health Foundation West Michigan page to increase awareness for your fundraiser and inspire the community to give.

### Instagram [@chfoundationwest](#)

Drum up interest for your event and spread the word through Instagram.

#### Tips:

- Create a short, unique and memorable hashtag.
- Tag [@chfoundationwest](#) in event posts.
- Use Instagram stories to give attendees a sneak peek into what goes on behind the scenes.
- Gain loyal followers by reposting content published by attendees.
- Post a short video reel of your event—reels are the most effective way to reach people who don't already follow you on Instagram!
- Post a question box on Instagram stories to collect feedback from attendees post-event to determine what worked or didn't work so you know for next time.