



SOCIAL MEDIA GUIDE: KEEP PEOPLE ENGAGED

Reaching out and asking for donations is easier than ever due to the growing popularity of social network sites.

Here's a quick and easy guide to help you leverage different social networks - a little goes a long way!

Let's Start with a Universal Form of Communication: EMAIL

Did you know that people who fundraise online raise 200% more on average than those who do not? Additionally, the average online donation is 40% higher than a check or cash donation.

You have a huge network of friends, family, and coworkers at your fingertips. Send initial ask [emails](#) from your HQ – then, follow-up with some content below!

- Why do you *Walk*? Share your story with your network. You may inspire a coworker who also has a cousin with autism to participate. Put yourself out there and you will be surprised the connections you can make!
- Autism Speaks News Updates
- Updates on different *Walk* events or invitations like below samples:
 - “Come join us for a bowl-a-thon to raise money for our Arizona *Walk* team.”
 - Then you can add a link to the actual *Arizona Walk Now for Autism Speaks* page
- You can also encourage your friends to subscribe to [e-Speaks](#) which occurs bi-weekly

If you don't want to create your email, you can use one of the template messages already created in your Personal Headquarters.

Get Creative!

Create a unique video to share with friends. You may call on them to spread awareness, donate, or just check out Autism Speaks.

Your HQ provides you with a unique video tool to create a personalized video Why you Walk for Autism Speaks.

Videos are a highly effective tool!

By posting it to Facebook a few weeks in a row and emailing the video to friends and family, you will have a major impact!

Julie created a [video](#) to help raise funds for her walk team. She was able to raise \$7,450!! Wow!!

The image shows a video player interface. At the top, the text reads "WALK NOW FOR AUTISM SPEAKS" with puzzle piece icons. Below this, a caption says: "Watch this video and support Julie Rooney and thousands of others who have united to support families struggling with autism." The video content shows a family of four (a woman, a young boy, a man, and another woman) all wearing yellow t-shirts with the Autism Speaks logo. The young boy is holding a red sign that says "WALK NOW FOR My son". Below the video, there is a blue "DONATE!" button and the text "Show your support". At the bottom, there are social media sharing icons for Facebook, Twitter, and a plus sign, followed by the text "Share This Video!"

FACEBOOK

Who doesn't use Facebook? You can use our Boundless Fundraising tools to update your

Raising money in support of autism research has just got even easier!

Did you know that you can raise money using facebook? By adding our facebook application to your facebook page, you can easily extend your fundraising efforts to your networks of friends on facebook.



Start fundraising with facebook today!



status and keep all your family and friends in the loop on your progress! Boundless Fundraising is a Facebook application that enables you to extend your fundraising beyond "My HQ". Once you register for an event you are given the option to add the Boundless Fundraising Facebook application with a few simple clicks.

Once you have added the application to Facebook, your fundraising progress is displayed where your friends can check your progress and donate to your efforts. Your friends can click a link to make a

donation towards your participation with *Walk Now for Autism Speaks*. It's that easy!

Here are some ideas of what you can Facebook:

- Link to articles of local interest
 - "Autism in the News" is posted each day on the blog. Pull from there if they work for your area.
- Link to local sites/resources/events
 - Your page is a great way to "advertise" local sites, resources, and community events. They don't have to be directly related to Autism Speaks. Use your judgment on what your community would like.
- Update your status with video link and progress with increasing frequency as your walk date nears. (Once or twice a week)
- Another way to engage is to start discussions and share stories.
 - "Today Tommy tied his own shoes! I am one happy mom!"
 - "My last Walk I was overwhelmed by the support of all families in attendance. I can't wait for this year!"
- Ask Questions!
 - "What are some activities you enjoy with your child?"
 - "What do you think about ABA therapy?"
 - "Have you ever participated in a *Walk Now for Autism Speaks*?"

Sample Facebook Posts:

- "A car wash will be held at Lindenhurst High School as a wrap-around event for the Long Island Walk! BYO Dirty Car!"
- "Check out my personalized video" (add link!)
- "What were you up to this weekend? Did you participate in an Autism Speaks event?"
- "This is why I walk" (link)
- "What is your child's greatest accomplishment so far?"

TWITTER

Twitter is a fast and simple way to connect with people and share information. If you found a great website or want to announce an event you can do so in 140 characters! If you already have a number of followers on Twitter, this might be a good way for you to reach out to them.

Twitter 101

- Hashtags (#) are an excellent way to link your conversation with others. By adding a '#' before a word, Twitter will categorize your tweet.
- The mission of @AutismSpeaks is to help all those who struggle with #autism.
 - Notice the @?
- An @Reply is any update posted by clicking the "reply" button on another tweet
- An @Mention is any update that contains @username anywhere in the body of the tweet
- Sharing different web addresses on Twitter is a great tool. Often it is hard to include the address and still make the 140 character mark. Here are two sites to copy and paste the address in to shorten it!

<http://bit.ly>

<http://tinyurl.com>

*If you have further questions about Twitter, please visit, <http://support.twitter.com/groups/31-twitter-basics>

Sample Tweets

- I cannot wait to take pictures at the #Walk this weekend!
- If you are running the 5k this weekend, what is your goal for time?
- The 100 Day Kit. It is a great resource to start navigating through a diagnosis of autism <http://ow.ly/30bOu>

Remember: If you are looking for resources to fill space, refer to the Autism Speaks sites

- ✓ Autism Speaks Official Blog: blog.autismspeaks.org
- ✓ Facebook: www.facebook.com/Autismspeaks
- ✓ Twitter: www.twitter.com/Autismspeaks
- ✓ Main Site: www.autismspeaks.org
- ✓ Walk Now for Autism Speaks Blog: walknowforautismspeaks.wordpress.com/

*For additional questions, please contact, Editors (Editors@autismspeaks.org)