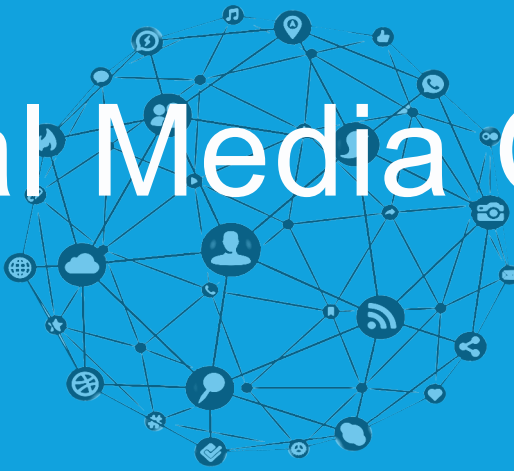


Social Media Guide



[Instagram.com/haeinmotion5k](https://www.instagram.com/haeinmotion5k)
[Facebook.com/haeinmotion5k](https://www.facebook.com/haeinmotion5k)

Do's:

- Do use the share button on your fundraising page
- Do tag the HAE IN-MOTION® 5K Facebook page ([facebook.com/haeinmotion5k](https://www.facebook.com/haeinmotion5k)) in your posts
- Do direct your contacts to the HAE IN-MOTION® 5K Facebook page ([facebook.com/haeinmotion5k](https://www.facebook.com/haeinmotion5k)) for more information

Don'ts:

- Don't setup a separate event page on your personal Facebook account – direct everyone to the HAE IN-MOTION® 5K Facebook page to ensure the message reaches the HAEA's full list of contacts
- Don't make duplicate posts on multiple walls
- Don't make every post an ask – be sure to share inspiring stories and why you are involved



SHARE BY E-MAIL

You've Got Mail! E-Mail is still a great tool to use throughout the fundraising process, because you can reach multiple people quickly and effectively. Your personal fundraising page comes set up with customizable e-mail correspondence that will help tell the story of why you are fundraising, what you are doing to fundraise, how to donate, and of course - your goal! Be sure to check out the samples that can be customized to your needs.