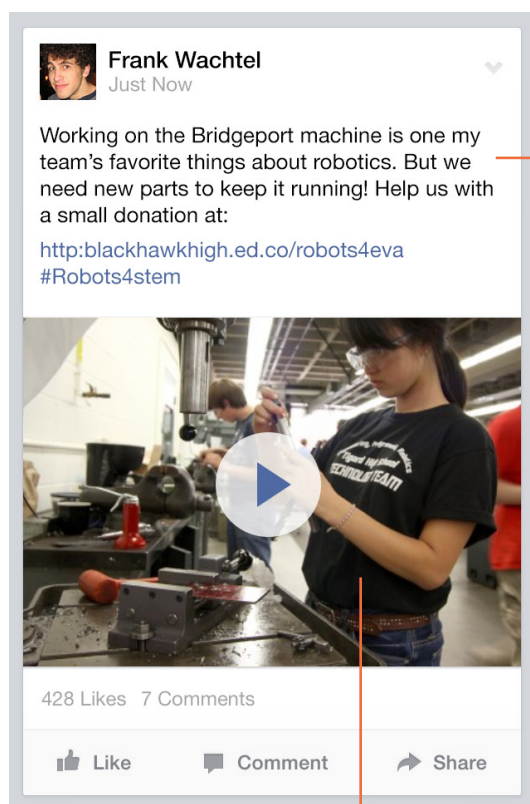


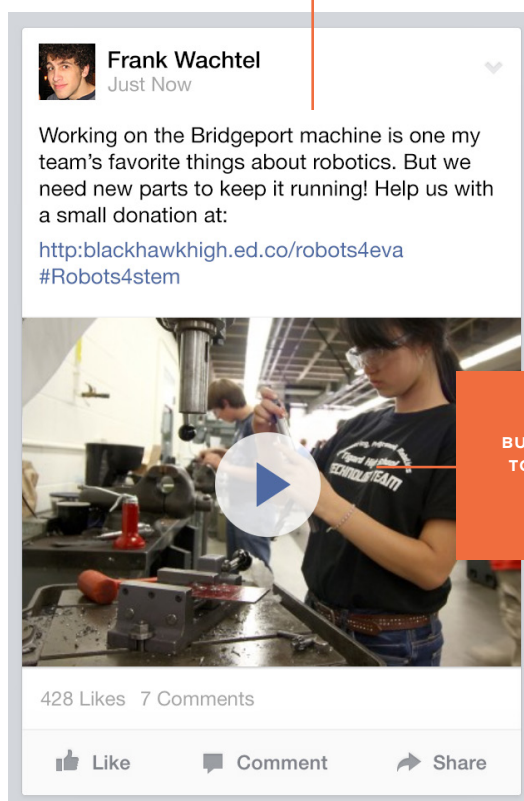
## Photos and videos really work

You've heard the expression "a picture is worth a thousand words?", right? Well, on Facebook it's true. A post with a picture will reach more family and friends than one without a picture.

**Know what's better? Uploading** (yes, uploading not linking!) **a video.** People love watching videos. A short and engaging video can capture attention and inspire your friends and family to give.



TELL PEOPLE WHAT YOU NEED,  
WHY ITS IMPORTANT TO YOU  
AND WHERE TO GIVE



BE SINCERE  
BUT DON'T BE AFRAID  
TO ADD HUMOR AND  
PERSONALITY TO  
YOUR POSTS

SHORT VIDEOS & PHOTOS  
OF YOU AND YOUR TEAM  
IN ACTION MAKE YOUR CAUSE  
FEEL PERSONAL

## Tips to keep your posts fresh

- 1. Create a library of photos and videos the whole club can use.**  
Great pics can happen whenever your team is together!
- 2. Post often.** Frequency is the key to making an impact on your audience.
- 3. Always include the link to your club's Edco donation page.**  
Make it easy for someone to support you.
- 4. Don't hold back your enthusiasm for the the club.**  
Your passion is what makes friends or family members want to support you.
- 5. Be "newsy"... think of yourself as a reporter for the club.**  
Talk about upcoming events or achievements.
- 6. Tag people and places.** This helps spread your message.
- 7. Smile, have fun, be funny!** But also, ask for the help.