

Social Media Tips

Social media is a great way to begin sharing your sponsorship story today. To get you started, we've put together some top tips.

We've pre-loaded the USB with some amazing images for you. At the end of this document, you'll also find some ready-to-use social media templates.

Don't forget to tag Compassion UK in your posts!

   @CompassionUK

FACEBOOK

With more than two billion users, Facebook is still the go-to platform for many people. To create a compelling post:

- Choose an **eye-catching image** to capture the casual Facebook scroller.
- Write a **strong opening line** to encourage people to read more.
- **Don't be afraid of long posts.** The *Humans of New York* Facebook page is a brilliant example of how long posts are used to effectively engage their audience.
- **Thursday and Friday** tend to be the best days to post on Facebook.

INSTAGRAM

Renowned for stunning visuals, Instagram is a great place to share your story in a different way:

- Make sure your photo is **striking and emotive**. After all, a photo is worth a thousand words.
- **Hashtags** are a great way to increase your post's reach. Some examples are #volunteer, #children, #4charity, #change and #compassionuk. Play around to see what works for your audience.

TWITTER

Twitter is where short stories become an art form. Craft your masterpiece by doing the following:

- **Add an image** to your tweet to drive up engagement.
- Tap into trending **hashtags** to maximise your tweet's reach.
- Create a tweetstorm with **multiple numbered tweets**.



Social Media Templates



It's not always easy to know what to say. Here are a few easy-to-use templates that you can adapt for your own purposes.

You can share a photo of your sponsored child or a photo of a child waiting for a sponsor by snapping a shot on your phone. There is also the 'Social media images' folder on your USB with more images if you need.

SAMPLE FACEBOOK POSTS

1. *[Insert your favourite quote from a letter you received from your sponsored child].*

This made me laugh when *[child name]* wrote this to me. I sponsor *[child's name]* through Compassion and *[he/she]* writes me letters and tells me all about *[share something you've learnt about your sponsored child from their letters]*. It's amazing to learn about *[child's name]* and get to know *[him/her]* on a personal level.

Compassion supports vulnerable children in poverty with the help of people like you and me. For just £1.05 a day, you can help to change their future! Do you have room in your life to sponsor a child like *[child's name]*? Contact me for more information.

2. "I felt I was nothing. I didn't matter. Nobody cared to know my name."

When I watch Richmond's story, I'm moved by the hurt, and inspired by the hope woven through his life. A sponsor changed his life, forever. *[You can download Richmond's film from the USB and upload it to your Facebook post.]*

I sponsor *[child's name]* through Compassion and I love that £32 a month can provide *[him/her]* with education, nutritious food, medical check-ups and, most importantly, hope for the future. You can help to change a child's world too. Please contact me for more details!

3. Meet *[child's name]*!

I would absolutely love to find *[him/her]* a sponsor in the next four weeks. *[He/she]* is *[age]* years old and loves *[interests]*.

If you have room for a sponsored child in your family, please contact me today.

POST-VISIT FACEBOOK

SAMPLE POST

I've just come back from *[country]* where I met *[child's name]*, my Compassion-

sponsored child. After sponsoring *[child's name]* for *[number of years]*, it was amazing to finally meet *[him/her]* in person.

I learnt that *[share something you learnt about them]* which made me realise *[he/she]* is just a child like anybody else. *[He/she]* just happens to be born into poverty, something *[he/she]* never chose.

I'm passionate that every child grows up free from fear and free from poverty. I'd love to encourage you to sponsor a child of your own. By becoming a sponsor, you can make a child feel loved, allow them to go to school and give them a bright future. Message me for more details.

POST-TRIP FACEBOOK

SAMPLE POST

Wonder where I've been this last week? I was in *[country]* with Compassion UK to see their work on the ground.

Whilst there, I got to meet my sponsored child, *[child's name]*. Although *[he/she]* has grown up in poverty, Compassion gives *[him/her]* a safe space to be a child and to be known, loved and protected.

I'd love for every child to have this same

opportunity. If you've been thinking about sponsoring, or have a little extra love to give, please consider sponsoring a child and empowering them to overcome poverty.

Message me for more details.

TWEET IDEAS

- Want to transform a child's life in poverty? Ask me about sponsoring *[child's name]*! *[share a picture of a child waiting for a sponsor]*.
- I sponsor *[child's name]* in *[country]* and I know I'm making a real difference in *[his/her]* life. If you'd like to help change the world for one child, please speak to me about sponsoring through Compassion.
- Let me introduce you to *[child's name]*. You can help to change *[his/her]* world by sponsoring *[him/her]*. Message me for more info.
- Did you know over the last 25 years, more than a billion people have lifted themselves out of poverty? Join the movement and sponsor a child with Compassion. You can help to change a life today! Find out more at www.compassionuk.org