

# Social Media Guide

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## Facebook

- Create an [event listing](#) on Facebook and invite your friends, family and fans to attend.
- By leaving the event open, it encourages your attendees to invite their friends and family too.
- For larger or yearly events, consider creating a [dedicated Facebook group](#), where your members can receive updates throughout the year.
  - ▶ *Upload photos and videos for your members to share, receive comments and questions from your community and create a central location of information on your event. For best results, keep your Facebook group set to open.*
- Be sure to tag [@SickKids](#) in your posts where possible (our name should pop up as you write, which you should then highlight to have us tagged) as we can comment and like the post.
- Share your event on the [SickKids Foundation](#) Facebook page. Your event will appear in the “Visitor Posts” section of our page for people to see (and we can also like and engage with the post).



## Twitter

- Start by following the [Twitter 101 Guide](#) to help you get started using Twitter.
- Create either a personal or event-specific account.
- Begin by following influential individuals you believe would be interested in your event.
  - ▶ *Hint: these might be people who would be interested in your event and already have a strong follower base.*
- Be sure to tag our handle [@SickKids](#) and use the hashtag [#SickKidsEvent](#) to help define yourself as a member of the SickKids community.
  - ▶ *We will keep an eye out for you and retweet when we can to help spread your event message even further.*
- For Twitter best practices and a full guide to Twitter lingo, please visit the [Twitter for Business Guide](#).



## YouTube

- As the largest video-sharing site in the world, YouTube allows you to view, share and interact with originally-produced content. Be sure to visit the [SickKids Foundation YouTube channel](#).
- Get a free YouTube account when you join gmail [here](#).
- Be sure to tag your videos with relevant keywords such as “SickKids, SickKids Foundation, SickKids Hospital Event”.



## Instagram

- Visit the [Instagram Help Center](#) to learn how to sign up for your free account.
- You can share all your post-event photos on this photo sharing and organizing website
- If pictures or video are to be taken at the event, please be sure to post a sign at your event that indicates your photos may appear on the web.