

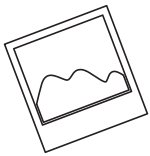


**EMPIRE STATE RIDE**  
TO END CANCER

# SOCIAL MEDIA GUIDE

Social media is a great way to quickly spread the word about your fundraising efforts and collect donations. Your fundraising dashboard will allow you to connect your Facebook, Twitter and LinkedIn accounts so you can easily ask for support, provide updates on your progress and thank your donors. Included in this guide are sample posts for Facebook and Twitter as well as some helpful tips and tricks to help you make the most of your social media efforts.

## SOCIAL MEDIA TIPS & TRICKS



Add a personal touch to your post, maybe a story about why you're riding or a selfie after a long training ride. Try to include as many pictures as you can!



Try using a shortened link, especially for Twitter posts. [www.Bitly.com](http://www.Bitly.com) shrinks hyperlinks for free.



Keep your posts relatively short so followers are more inclined to read it through, and bear in mind the Twitter character limit of 140.



Instagram does not allow you to put a link in your post but you can add one to your bio! "Link in bio" is the standard language to use in your post to encourage people to take the next step.



Tag people in your posts who may want to help, and encourage others to do the same. This way you can reach more people.



Encourage others to re-tweet your Twitter posts, and share your Instagram and Facebook posts as well.

## HASHTAGS TO USE:

#EmpireStateRide  
#EmpireStateRide2018  
#ESR2018  
#RidetoEndCancer

#EndCancer  
#Ready2Ride  
#PedalPower  
#BetheChange

#NYC2NF

# SAMPLE SOCIAL MEDIA POSTS

## FACEBOOK

I'm riding 500+ miles across New York State in the @EmpireStateRide to #EndCancer! Visit my page today and show your support. <Insert link for your personal fundraising page>

I'm going on an adventure to end cancer! Help me change the state of cancer research for good by making a donation today. <Insert link for your personal fundraising page>

Over 1.7 million Americans will be diagnosed with cancer this year. Give them hope for a cure by donating today. #EmpireStateRide #EndCancer <Insert link for your personal fundraising page>

Who says cycling is a low impact sport? Please support my @EmpireStateRide to #EndCancer <Insert link for your personal fundraising page>

For my <#insert reason to fight>. #EndCancer <Insert link for your personal fundraising page>  
Example - For my #mom. #EndCancer

[Take a photo in your bike gear]

#Ready2Ride Support my @EmpireStateRide today! <Insert link for your personal fundraising page>

I'm riding to raise funds and awareness for cancer research. @EmpireStateRide #EndCancer <Insert link for your personal fundraising page>

Please share my page and help me raise as much as possible to #EndCancer through my @EmpireStateRide. Every little bit helps! <Insert link for your personal fundraising page>

Thank you to all those who supported my @EmpireStateRide!

## THANK YOUR DONORS ON SOCIAL MEDIA

When you're notified that an individual has made a donation you can post a message just for them.

Example - Thank you @JohnDoe for supporting my @EmpireStateRide!

Or, create an image with your donor's names from that week using a free design software website such as [www.canva.com](http://www.canva.com) or [www.picmonkey.com](http://www.picmonkey.com).

Example - #DifferenceMakers Thank you to these amazing individuals who made a donation in support of my @EmpireStateRide! <insert image>



# SAMPLE SOCIAL MEDIA POSTS

## TWITTER

Raise funds, raise awareness, raise your voice! Help me change the state of cancer for good.  
#EndCancer #EmpireStateRide <Insert link for your personal fundraising page>

From #NYC2NF, I'm riding to end cancer! Donate today <Insert link for your personal fundraising page>

I'm riding to raise awareness today, and end cancer tomorrow! #EmpireStateRide #EndCancer

I'm riding 500+ miles across New York State to help end cancer. Sound like something you can get behind? Visit my page to donate <insert link for your personal fundraising page>

Support me and my fellow riders. Together, we can end cancer for good! #EmpireStateRide <insert link for your personal fundraising page>

I ride for <insert personal reason here>! #EndCancer #EmpireStateRide <insert link for your personal fundraising page>

I ride for the 1.7 million Americans who will be diagnosed this year with cancer. Support my #EmpireStateRide today <insert link for your personal fundraising page>

I'm doing MY part to #EndCancer. #EmpireStateRide <insert link for your personal fundraising page>

Make a difference in the fight to end cancer and donate today, or join us as we ride across from #NYC2NF #End Cancer #EmpireStateRide <insert link for your personal fundraising page>

I'm going on an adventure to #EndCancer! Donate to my page today <insert link for your personal fundraising page>

## DIVERSIFY YOUR REACH

Any of these sample posts can be modified to use on additional social media platforms. More channels drive more donations so ask across many different social media platforms and ask multiple times through each one.

Be sure to follow the Empire State Ride on Facebook, Twitter, Instagram and YouTube to keep up with the latest news and information about the impact your participation is making. You can share these posts with your network as well so they know that your efforts are changing the state of cancer research for good.