



Social media tips for digital collections

Use social media to get others involved in your Hunger Day Collection. It is a place to get creative and make your communications have that feel of, well, you! To make getting started as easy as possible, here are some tips that work.

- A funny picture gets people's attention – you might, e.g., photograph a red vest on a statue.
- Children and animals are also eyecatchers on social media. Anybody can be a collector!
- Share in your own way why the Hunger Day Collection and helping others is important to you.
- Remember to ask for donations clearly – and when necessary, repeatedly.
- Always include instructions for how to donate, or provide a link to the Collection.
- Challenge your friends to take part in the Collection.
- Have fun and get excited!

Tips and ideas for different social media channels



People are interested in human stories. Facebook is a place for storytelling and conversation. Say why you chose to get involved in the Collection and/or share your own collecting day stories!



Instagram is for the colourful, visual and feelgood stuff. People go on Instagram to enjoy themselves. Share images and videos of your Collection moments for others to admire.



punainenristi

Our collectors are out and about again! 'Aurora helps', said Aurora Suutala to Sara Suutala.

#Nälkäpäivä #Hungerdagen



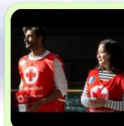
LinkedIn is good for networking and to communicate your professional skills and areas of interest. Emphasise your values by mentioning important subjects – such as volunteering as a collector in the Hunger Day Campaign.



Twitter is here and now. You can post frequently, because there's always a new now. People on Twitter like to know what is going on.



Whatsapp is the most personal of the social media options. You can be creative and bold on it – but you are the expert on how to get your friends and relations involved.



Hunger Day collection starts in September, Help save lives by participati...
www.redcross.fi

<https://www.redcross.fi/hunger-day/>

Hi! How about we all get involved in the Hunger Day Collection this year?



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