

## Stay Connected: It Takes a Community

Here's an introduction to ChildFund's primary social media tools and tips for using them to connect with others. We invite you to join the conversation and start new dialogue as you become agents of change for children.

### Facebook

<http://www.facebook.com/ChildFundInternational>

Facebook is an interactive social media database that connects hundreds of millions of people around the world. People who've lost touch since high school, college or switching jobs can reconnect through Facebook. And now you can connect with other ChildFund supporters who care about the well-being of children. We'll share the stories from the field and update you on activities, but we'd much rather hear directly from you about your sponsorship experiences and your ideas for changing the lives of children.

### ChildFund Blog

<http://childfundinternational.wordpress.com>

The ChildFund blog offers insights into how ChildFund works, with changing weekly content that features news, upcoming events, inside perspectives, photos and videos from ChildFund voices around the globe. Subscribe to the RSS feed so you don't miss a post, and be sure to add your voice to the conversation by posting a comment.

### LinkedIn

<http://www.linkedin.com/companies/395496>

LinkedIn focuses on professional networking, linking business and professional colleagues as well as former classmates. Users can create a resume page that serves as their profile. It's also possible to interact with companies and organizations, like ChildFund, through company profile pages and groups. The ChildFund Group on LinkedIn is a great place to have discussions, ask questions and share news and announcements.

### Twitter

<http://twitter.com/ChildFund>

Twitter, a micro-blogging service, tells people what's happening now. Users can share news, ideas, links, photos, video clips while interacting in an instant-message format limited to 140 characters. If you follow ChildFund, you'll receive daily updates about how your sponsorships and contributions are making a difference in the lives of the children ChildFund serves. You'll find out the latest successes and get glimpses into the programs.

## YouTube

<http://www.youtube.com/childfundtube>

With the power of YouTube, anyone can have their own television network, including ChildFund! This platform allows users to upload, share and search videos. We've posted a collection of ChildFund videos that we think you will find inspiring and will want to share with friends and groups who wish to learn more about ChildFund's work in 31 countries.

## Social Media Tips for Connecting

Here are some simple ways you can use social media to raise awareness for your activities in support of ChildFund. Use these tools to publicize meet-ups and fundraising events to help generate interest in ChildFund and build a strong community of loyal supporters.

**Create an event** on Facebook and/or LinkedIn to publicize your activities and get people involved in your event.

**Tweet about it:** Send tweets to inform your network about your event as well as how and where to get involved. It's a good idea to select a hash tag (e.g., #ChildFund) to use within all your tweets to help you track engagement and feedback.

**Send updates** via Facebook, LinkedIn or your blog to members of your network who might have an interest in the ChildFund mission.

**Make a video:** Create your own commercial or promotional video about your fundraising event. Help people to see and hear what you are planning, why it's important and how to get involved. Use YouTube, Facebook, Twitter, LinkedIn, your blog or the ChildFund blog, to push the video out to your network and invite participation.

**Update your status** on LinkedIn and Facebook to publicize your event.