

Sample Social Media Posts



FACEBOOK, INSTAGRAM AND GOOGLE+

1. "Join me as I ride my bike to support neighbors in need at this year's Salvation Ride on July 7th. The funds I raise will go directly to The Salvation Army's vital programs: shelter for the homeless, food for the hungry, medical care for the ill, as well as clothing and furniture, child care services, utility assistance, youth programming and more. Click here to donate to my Ride ([insert page URL here](#)). Thank you for your support!"
2. "I'm honored to be participating in the Salvation Ride on July 7th! I'm riding to raise funds and awareness to support our neighbors in need! Help me reach my goal by visiting my fundraising page ([insert page URL here](#)) or sign up to ride with me at www.thesalvationride.org."

OTHER IDEAS FOR POSTS:

3. Update on your fundraising goal and status:
"I am at \$390... just \$110 shy of reaching my \$500 goal! Please help me get there! Visit my page at ([insert page URL here](#)). Thanks for your support! #RidingForAReason #SalvationRide18"
4. Share why you are participating:
"I'm riding for my friend Sara who lost her job three years ago when the company she had worked at for eight years shut its doors. After she lost her home to foreclosure, The Salvation Army's Emergency Lodge was there with a family suite for her and her two children. Beyond the food and shelter they provided, Sara's case manager was dedicated and connected Sara with the resources she needed to get back on her feet. Now, Sara is working in a job she enjoys and has been in her apartment for almost two years. I want to give something back to The Salvation Army for doing so much to help Sara. That's why I'll be riding on July 7th. Please support me by heading to ([insert page URL here](#)) and by keeping me in your thoughts and prayers. Thank you! #RidingForAReason"
5. Update on your training:
"Went on an amazing 25 mile bike ride this morning! I am working my way up and am really looking forward to meeting my 62.5 mile goal on July 7th. You may not be able to pedal for me, but you can help me meet my fundraising goal by donating at ([insert page URL here](#)) #SalvationRide18"
6. Share your participation to encourage involvement:
"Grabbing a delicious brat to support Team Sally as we prepare for the Salvation Ride. Join us for lunch at the grocery store or support my Ride by visiting ([insert page URL here](#)). Want to join Team Sally on the road on July 7th? Head to www.thesalvationride.org to register! #RideSallyRide"
7. Recognize your donors:
"Thank you for supporting my Ride @JaneSmith! I really appreciate your generous gift on my behalf! What's that? You want to be like Jane? Head to ([insert page URL here](#)) to make a donation!"

TWITTER

1. "Join me as I pedal 50 miles to support those in need. Donate: ([insert page URL here](#)) or to Ride: www.thesalvationride.org #SalvationRide18"
2. "Helping neighbors who need it most... please support me in the Salvation Ride on July 7th ([insert page URL here](#)) #RidingForAReason"
3. "I'm #RidingForAReason! Support me as I hit the road for the Salvation Ride and raise \$ for The Salvation Army ([insert page URL here](#))"

A FEW TIPS

- Use a link-shortening site like bitly.com or goo.gl to save some coveted characters on Twitter
- Use photos... visuals draw the eye and encourage people to read your post
- Be sure to include the URL to your personal fundraising page on every post
- Use a conversational tone that sounds true to who you are
- "Like" us on Facebook and tag us (@thesalvationride) in your posts
- Use hashtags to make your posts searchable. Some hashtags we'll be using and recommend:



#SalvationRide18

#RideSallyRide

#RidingForAReason

#YourTeamName

