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Social Media for Relay:

How to Raise More Money and Drive More Participants to your Relay through Social Media.

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Overview

The main goal of using Social Media with Relay For Life events is to drive deeper community involvement. The purpose is to encourage people to register on the event website, and/or donate to a participant in your event. Social media networks offer valuable additional channels of communication to support, promote, and build Relay For Life events. This document is intended to provide general direction to local Relay For Life events to implement Social Media as an additional tool to promote the event, and communicate with participants.

Introduction of Social Media Networks

In its most basic sense, social media is a shift in how people discover, read and share news, information and content. There are numerous ways to network, market, fundraise, share ideas, pictures, and stories online including some of the following:

Facebook



Facebook is a free-access social networking website that is operated and privately owned by Facebook, Inc. Users create their personal profiles and create a network of friends through personal connections. Users can also join virtual networks organized by city, workplace, school, and region to connect and interact with other people. Organizations and individual users alike, can create groups, fan pages, and various applications to fundraise, spread the word, and generate support for a variety of causes/events/activities.

Twitter



Twitter is a free social networking and micro-blogging service that enables its users to send and read other users' updates known as tweets. Tweets are text-based posts of up to 140 characters in length which are displayed on the user's profile page and delivered to other users who have subscribed to them (known as followers). Users can send and receive tweets via the Twitter website, Short Message Service (SMS) or external applications.

YouTube



YouTube is a video sharing website where users can upload, view and share video clips. Unregistered users can watch the videos, while registered users are permitted to upload an unlimited number of videos.

Facebook

Facebook has over 300 million active users (about the same size of the United States in terms of population), more than 150 million users that log on at least once each day, and its fastest growing demographic is those 35 years old and older. These are just a few facts that attest to the incredible power, and potential for using Facebook with your local Relay For Life event.

What is Facebook?



This social network can provide Relay For Life events with the ability to interact with event participants and supporters to market, communicate, create discussion, share event photos, fundraise, recruit participants, and even promote upcoming events.

Facebook Strategy for Event Managers

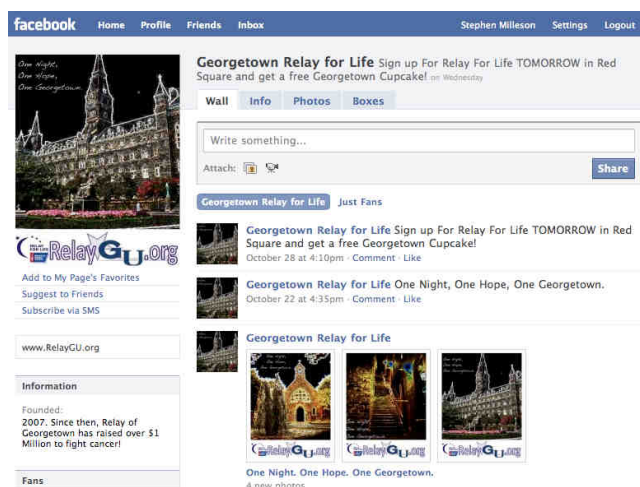
The success of using Facebook with your event greatly depends on building a good strategy for your event. Make sure to maintain a constant drip of information to your fans through updates; such as, status updates (Ex: We just reached 1,000 participants!), post a photo from a fundraiser, or even link to a news story about the event or a break through in cancer research (use cancer.org for cancer facts). Ask questions of your fans, take polls—get the conversations flowing in your hub, and across your participants’ network for friends.

Fan Pages

Facebook Fan Pages are different than profiles and groups. You have a profile for you, Jane Doe, but your Relay For Life event can’t have a profile — it can have a Fan Page. Facebook Groups are great for organizing on a personal level, but not for a Relay For Life event. A Fan Page is a place to house all the pertinent information about your Relay For Life event. They’re so useful

because you can include everything that relates to your local event in one place with a built-in potential audience:

- Overview of your Relay For Life event (date, location, etc)
- Website and contact info
- Photos (Added by event managers and/or members of the Fan Page)
- Videos (Can be used to highlight survivor stories, or an event promotion)
- Polls (Ex: How many people are Cancer Survivors? or Did you have fun at the event?)
- Post upcoming events and fundraisers (Facebook Events are explained in the next section)
- Link to news articles & websites (Link stories about your Relay from the local newspaper)
- Event news and status updates (i.e. Fundraising updates, recognizing top fundraisers, etc.)
- Participant interaction (Start a new discussion topic and encourage conversation)
- Direct messaging (Send out reminders about Information sessions to Fan Page members)
- Highlight top fundraising teams and participants
- Feature survivor stories



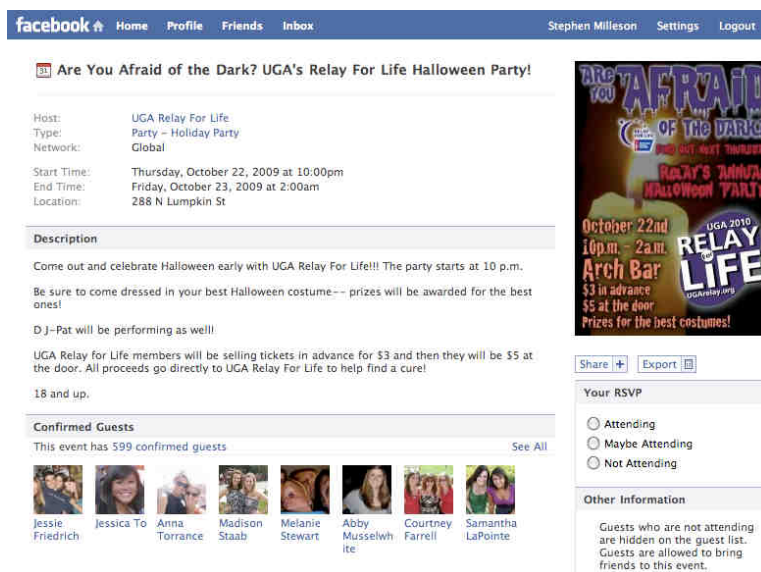
Fan Page example shown from the Relay For Life of Georgetown University

Facebook users have the ability to “become a Fan” of your Page, which will provide them with an update every time you update the content. Pages can also appoint multiple admins to manage content, which allows for the fundraising, marketing, and event chairs to all have access. Facebook Fan Pages have the ability to use Fan Boxes and Badges that can be placed on Relay For Life websites. Fan boxes allow users to become a fan and view your Facebook Fan Page stream directly from your Relay website. A Fan Page Badge allows you to share your Facebook Fan Page information on your Relay website and other websites. These features can be added by visiting www.facebook.com/facebook-widgets. Another advantage to a Page is they are searchable outside of Facebook (i.e. on Google). Users have the ability to comment, share content with their friends, or “Like it.” This expands the reach of your message, because all of these functions share your message with their network of friends.

NOTE: Naming standard for a local event Fan Page is Relay For Life of City or County, State (Ex: Relay For Life of Montgomery County, VA).

Events

In the past, getting the word out about an event, even if you only intended to invite your current Relay For Life participants, meant a lot of work getting on the phone, emailing invitees, coordinating RSVPs, or even hanging up flyers. Facebook, allows you to quickly create an event listing, invite people, and then watch the word of the event spread virally out from your network of contacts. While this is an incredible tool, please keep in mind you should continue the other methods of marketing (i.e. updating your event website, sending emails, flyers, banners, etc). While many people are on Facebook, it is important to keep in mind that not everyone uses this technology.



The screenshot shows a Facebook event page for "Are You Afraid of the Dark? UGA's Relay For Life Halloween Party!". The page includes the following details:

- Host:** UGA Relay For Life
- Type:** Party - Holiday Party
- Network:** Global
- Start Time:** Thursday, October 22, 2009 at 10:00pm
- End Time:** Friday, October 23, 2009 at 2:00am
- Location:** 288 N Lumpkin St

Description: Come out and celebrate Halloween early with UGA Relay For Life!! The party starts at 10 p.m. Be sure to come dressed in your best Halloween costume-- prizes will be awarded for the best ones! DJ-Pat will be performing as well!

UGA Relay For Life members will be selling tickets in advance for \$3 and then they will be \$5 at the door. All proceeds go directly to UGA Relay For Life to help find a cure!

18 and up.

Confirmed Guests: This event has 599 confirmed guests. See All

Guest list includes: Jessie Friedrich, Jessica To, Anna Torrance, Madison Staab, Melanie Stewart, Abby Musselwhite, Courtney Farrell, Samantha LaPointe.

Event Image: A promotional poster for the event featuring the "Are You Afraid of the Dark?" logo and "UGA 2010 RELAY FOR LIFE ARCH BAR". It lists the date as October 22nd from 10 p.m. to 2 a.m. and ticket prices: \$3 in advance, \$5 at the door. Prizes for the best costumes are also mentioned.

Your RSVP:

- Attending
- Maybe Attending
- Not Attending

Other Information: Guests who are not attending are hidden on the guest list. Guests are allowed to bring friends to this event.

Facebook Event example from Relay For Life of UGA

A Facebook Event should be used when you want to promote and organize a specific event. Relay For Life events from all around the country have found success with promoting events such as the following:

- Event/Team Fundraisers
- Team Captain Meetings
- Kick-off Events
- Information Sessions (Team Recruitment)
- Event Promotions (Ex: Free Relay Registration at the County Fair)
- Promote and Recruit for your actual Relay For Life event

When planning an event using Facebook, keep these easy steps in mind:

- **Provide an event overview:** Keep it simple, informative and engaging. Include the dates, locations, promotions. Include the American Cancer Society mission to grab constituents with the reason they should participate.

- **Integrate with other promotion:** Facebook should only be used as an extension of your Relay For Life event. Make the connection between your Facebook Event, local event website, in-person connections seamless by cross-pollinating messages and links. On your Facebook Event, make sure fans know where to go to register. Provide a direct link to the registration form on your local Relay For Life event website.
- **Keep the buzz alive!** Again, it critical to maintain a constant drip of information to your fans through updates (Ex: Don't forget we are giving away free Relay gear to the first 5 people!!!), photos, videos, news stories, etc. Ask questions of your fans, take polls—get the conversations flowing in your hub and across your participants' networks. Make sure no one forgets your event by sending out a reminder 24 hours before the event begins, and another quick message one hour before.
- **Extend the invitations!** The biggest benefit to Facebook is the ability to tap into your constituents' networks. So make sure you invite them to join you! Ask your Relay For Life committee and participants to invite their friends to join you (and then publish a message for all of their friends to join them). The reach is almost endless...so take advantage of it.

Facebook Strategy for Participants

Effective participant fundraising through Facebook can be extremely successful, but it must be done in conjunction with multiple features on Facebook to be effective.

Status Updates, Applications, and Links

A great way for individuals to fundraise is by using personal Facebook profiles. Update your status message frequently, tag friends, and even add direct link to your Relay For Life personal fundraising page. Another great way to fundraise is to add the Facebook Application from your Relay For Life Participant Center. For help adding the Facebook Fundraising Application please visit www.sarocn.com for step-by-step instructions. Then update your status, and all of your friends to find the “support me” button on your profile to donate. Status updates are also a great way to recognize your donors. After someone makes a donation to your fundraising efforts, be sure to post a thank you message on your profile, and tag them (by typing @Friend's Name) to be sure they see your message.

Another best practice that has seen success is the “Share this Page” feature that is located on every page with in local Relay For Life event websites. For example you could share your Team or Individual fundraising page on Facebook and include a comment such as “Donate Now!” When sharing this link it appears on the home page (News Feed) of your friends' Facebook.

Events

Another option for participants is to create a Facebook Event for their personal fundraising efforts. This strategy works exceptionally well for those people that have a lot of friends on Facebook, and have a inspiring story of why they are Relaying. The idea is to set the end date of the event as the actual Relay event, share their story about why they are involved, make the ask

for a donation, and provide a direct link to their fundraising website. Other similar methods that have worked well are providing a brief description and attaching a video that tells the participant's story and asks for a donation. Here's a great example of how participants can fundraise with Facebook Events:

I put out cancer. .please help save my mom's life!!

Host: Alice
 Type: Party - Benefit
 Network: Global

Start Time: Saturday, April 18, 2009 at 7:00am
 End Time: Thursday, April 30, 2009 at 10:00am
 Location: Blacksburg, Virginia
 Email: <http://main.acsevents.org/goto/handsforpam09>


Description

My sophomore year of college, my mom was diagnosed with stage IV non-small cell lung cancer. When diagnosed and given only 3-4 months to live, our family decided to fight back. Whether it was wearing an attitude pin daily, shaving our head for research, giving back to the hospital through volunteering our time, or raising money for the American Cancer Society, we did and will continue to aid in the elimination of cancer.

Recently, I attended the National Collegiate Leadership Summit where we met the CEO of the American Cancer Society, Dr. John Seffrin. Dr. Seffrin told us, as college students, that "there is proven research, that in our generation there will be a cure for cancer." Hearing the word "cure" is encouraging. It's encouraging because cure is the light at the end of the tunnel. However, there are currently not enough funds generated to reach a cure. So what can you do? Fight back. Fight back against the disease that affects your mom, dad, sister, brother, aunt, uncle, grandfather, grandmother. Fight back for those who you've lost. Fight back for those still fighting.

You can help to save my mom's life! Any donation--small or big--will help in her fight!!!
www.alicemwagner.com

Photos
 Displaying 5 photos [Add Photos](#) | [See All](#)



Invite People to Come
 Remove from My Events

Share [+](#) Export [\[x\]](#)

Your RSVP

Attending
 Maybe Attending
 Not Attending

Other Information

Guests are allowed to bring friends to this event.

Other Invites

Maybe Attending (219) [See All](#)



Elliot Mandv Kelly

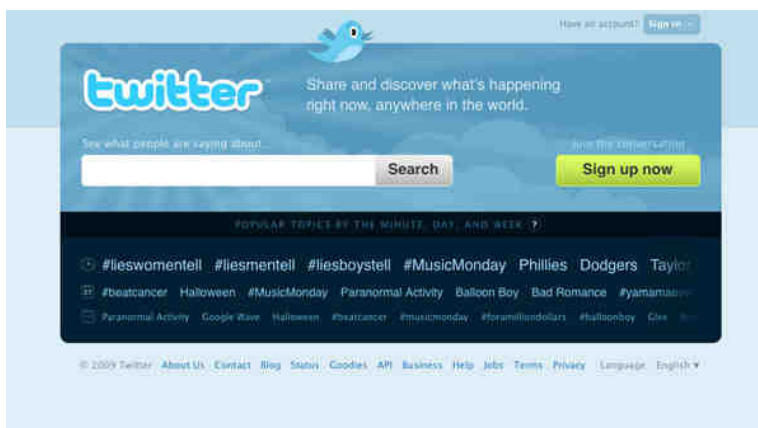
Other Facebook Fundraising Tips

1. Send out direct Facebook messages to all your friends with your story of why you Relay, ask for a donation, and provide your personal page link.
2. Add a picture or video from Relay 2009 and "tag" all your friends – comment on it "Wish you were here," and include a link to your personal page.
3. Write a personal note about "Why I Relay" and "tag" your friends. Don't forget to include your personal page link. Also, be sure to update your note after someone donates to recognize his or her support!
4. Add the Facebook application to your profile by logging into your "Participant Center" and click the "Fundraise with Facebook" button.
5. Edit the "About You" section to include a link to your personal Relay page

Twitter

Twitter describes itself as, “a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: What are you doing?” Twitter in Plain English, a video about what Twitter is, explains it best: www.commoncraft.com/twitter. It has evolved into an incredible tool that can be used to promote your Relay For Life event, and communicate with your participants.

What is Twitter?



If you’re new Twitter, that description might seem a bit vague and ambiguous. So, to help you wrap your mind around the short-form messaging tool, start thinking about Twitter as a new form of online communication. Twitter is communication in a new shape, but it’s also a platform for listening to the communication of others in new ways.

Twitter is a combination of various forms of communication, but its primary difference is that posts (called tweets), are restricted to 140 characters or less. As a Twitter user you can post updates, follow and view updates from other users, and send a public reply or private direct message to connect with another Twitterer.

Twitter Strategy for Event Managers

You maybe asking yourself: How can marketing or communicating messages in 140 characters of less help my local Relay For Life event? Twitter is simply another way of communicating to your current Relay For Life participants.

How to use Twitter for your event

The primary use of this uber-cool Relay For Life social networking tool is to market current fundraisers, communicate messages about current event happening, or even to remind team captains of an upcoming meeting. There are endless opportunities to promote your event with Twitter, but it should not necessarily be looked at as a way to recruit new participants or market the event to the community. It’s simply a communication tool.

There is a reason why you would be unlikely to recruit new participants through Twitter, and that's because only the people that are "following" you (following is the term for subscribing to your updates) will receive your messages. So it is critical that you communicate with other forms to promote that your event is now using Twitter. Some suggestions to promote your Twitter account: place a "follow us on Twitter" logo on your event's Latest Event Info page that links to your Twitter account, send a message through email to all current and past participants announcing the new Twitter account, place a link at the bottom of email signatures, promote the account on printed material, and even talk about it at event meetings.

Establish a Twitter Communication Plan

A Relay For Life event communication plan for Twitter will look extremely different from event to event. That's because the communication plan should include only what is going on at the local Relay For Life event.



Relay For Life of UGA's Twitter Page (@UGArelay)

Tweet about event happenings

Just like all forms of social media it is extremely important to keep the buzz alive! It is important to keep the content you post about interesting and different. The theory is to create a source of information that your Relay For Life participant can't find elsewhere. Tweet about the success of the event, highlight top participants or survivors, or maybe even post a picture live from a Relay For Life promotion at the community center! Here are some great examples of tweeting about current event happenings:

Check out the rave we had at Tate today!!! woohoo!
<http://twitpic.com/kq3o8>
 3:37 PM Oct 8th from web

A tweet from UGA Relay (the idea is to grab the reader's attention).

ATTN RELAYERS! Next 100 participants that register on a team will get a FREE Braves ticket for next Thursdays game!
<http://UGArelay.org/join>
 11:11 AM Sep 25th from web

A tweet from UGA Relay, providing incentive for team captains to recruit team members.

Every day we stand up 128 times. UNC's #RelayforLife is asking you to stand up once. Sign up today-
-www.uncrelay.org!

9:52 AM Oct 8th from web

A tweet from UNC Relay, simply providing a random fact to grab the readers attention and linking them back to the website to register.

Tweet about event fundraisers

Twitter is also a great way to promote event and team fundraisers to Relay For Life participants that follow your updates. It's also a great idea to provide a link back to the local event website to provide more details about the fundraiser. Encourage your followers to share (ReTweet) the fundraiser to all of their followers to increase exposure. Below are some great examples of what other Relay For Life events are tweeting about event fundraisers:

Are you afraid of the dark? Come see the original Halloween movie Wed at Tate @ 8pm. Halloween Party Thurs at Arch Bar @ 10pm. UGArelay.org

2:18 PM Oct 19th from web

A tweet from UGA Relay (marketing a Halloween fundraiser)

wants you to join us TOMORROW night at Flip Flops for KARAOKE!!! <http://bit.ly/11eNDs>

about 24 hours ago from Facebook

A tweet from the Clemson Relay (inviting everyone to join them for a karaoke fundraiser)

ΔΔΔ Bowling Tournament is Wednesday from 5-9pm at Showtime Bowl! All proceeds go to UGA Relay! Check it out...
<http://bit.ly/164F4T>

10:21 PM Oct 13th from web

A tweet from UGA Relay (marketing an upcoming bowling tournament fundraiser)

Tweet about upcoming events

This new form of communication can also be great at promoting team captain meetings, kick off events, or even events occurring the night of the actual Relay For Life event. Promoting team captain meetings through Twitter should absolutely not be an exclusive form of marketing yet a way to remind team captains a few days or even a few hours before the meeting. When it comes to promoting a kick off event you maybe able to get a little more creative. Provide the same updates you would for a team captain meeting, but also add a promotion; such as, the first person to find the Relay Online Chair gets to choose their campsite first. Twitter also creates a unique opportunity to promote current events from the night of Relay, because of its mobility and the nature of the technology. During the event you can post upcoming scheduled events, updated fundraising totals, pictures from the event, and even report on fundraisers as you walk the track. Truly the possibilities are endless...if you have a following of users! Here are a few more sample tweets:

Kick-off is going to be great!! Tuesday night at New Earth Bar at 8 pm. Free Chick Fil A and Velvet Runway will be performing.

10:13 PM Aug 30th from web

A tweet from UGA Relay (inviting everyone to join them for the kick off event)

Information Session TONIGHT 7PM
GLC Auditorium. Come learn how
to FIGHT cancer and WIN a
football signed by FRANK BEAMER!

11:22 AM Nov 2nd from web

A tweet from VT Relay (giving followers an incentive to attend the information session scheduled)

If you are hungry...check out John
& Jack's Pancake Shack for some
good eats!!! Only \$3 a plate!!!

2 minutes ago from web

A sample tweet showing how you can use Twitter the night of a Relay event.

Tweet about the American Cancer Society

If someone using Twitter wanted to hear updates from the American Cancer Society they would follow @AmericanCancer (the official Twitter feed for ACS), or if someone wanted to receive updates from the American Cancer Society Media Team they would follow @ACSNews for the most up-to-date news. If an event wanted to report on something that one of these Twitter feeds posted, they would simply Retweeting the post. Retweeting is how Twitter users share interesting tweets from the people they are following. They copy and paste the original tweet and send it out. To give credit to the original person, users usually put “RT” plus the originator’s username at the beginning of the tweet. Here’s an example of how Retweeting can work:

- The ACS Twitter account @AmericanCancer tweets: October is Breast Cancer Awareness month. Learn more about breast cancer. <http://htxt.it/lr6g>
- You retweet by posting RT: @AmericanCancer October is Breast Cancer Awareness month. Learn more about breast cancer. <http://htxt.it/lr6g>

Here are some official American Cancer Society Twitter accounts that are great for retweeting official statistics, mission moments, and cancer related news:

- @AmericanCancer – American Cancer Society
- @MoreBirthdays – More Birthdays
- @RelayForLife – Relay For Life
- @ACSNews - American Cancer Society News
- @ACSCAN - American Cancer Society Cancer Action Network
- @ACS_Research – Official American Cancer Society Research News
- @sharinghopetv - SharingHope.TV
- South Atlantic Division Specific Twitter Accounts:
 - @ACS_Virginia – Virginia

- @Washington_ACS – Washington, DC
- @ACS_WV – West Virginia

Tweet with Hashtags

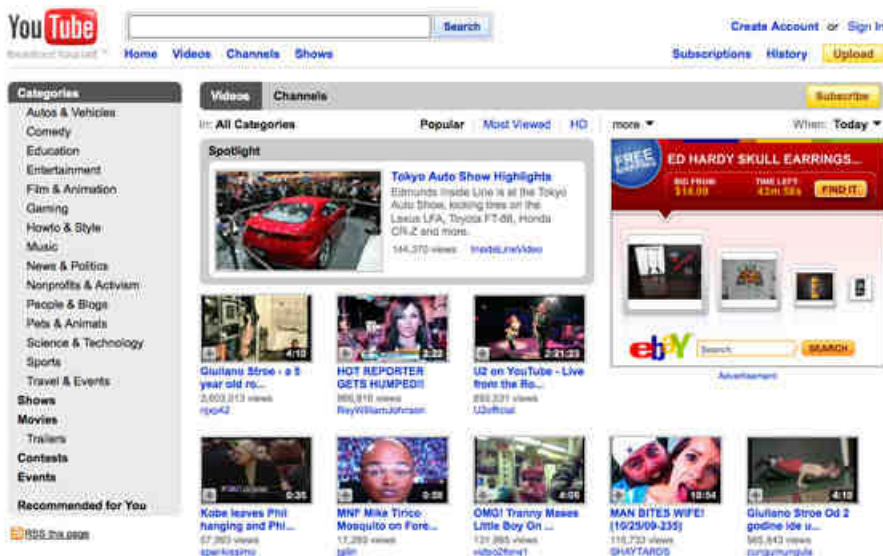
If used correctly, #hashtags can be very useful to Relay For Life events using Twitter. Hashtags allow your event to participate and inspire conversations and in the process get new followers. There are so many hashtags floating around on Twitter, that's it tough to keep track of which hashtags work best and reach the most individuals. Some common hashtags among Relay For Life events are: #Relay, #Cure, #Cancer, #fundraising, #(your city), #volunteer, #morebirthdays. Below is an example of how to use hashtags when tweeting about your Relay For Life event:

Check out our new video! We gotta feelin that we're gonna find a #cure for #cancer! <http://tiny.cc/JCs2e> Do You?

A sample tweet from UNC Relay (using hashtags to promote their new promotional video)

YouTube

YouTube is the leading destination to watch and share original videos worldwide through a Web experience. YouTube allows people to easily upload and share video clips on www.YouTube.com and across the Internet through websites, mobile devices, blogs, and email. This gives Relay For Life events and participants around the country a way to market, communicate, and even fundraise in ways that can not be done through written word.



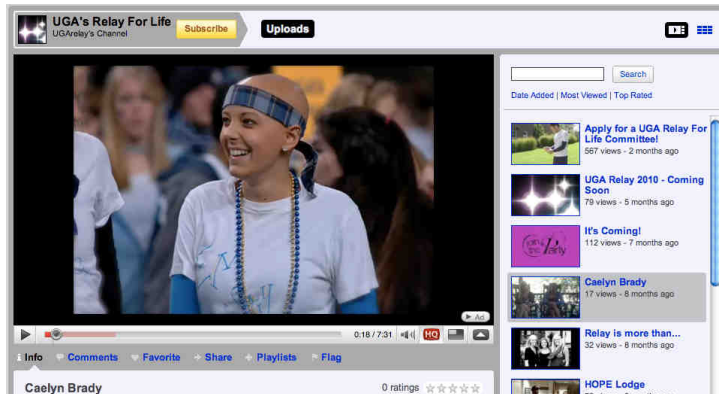
YouTube Strategy for Event Managers

Videos can convey the power and feeling of your Relay For Life event in ways that words cannot begin to describe. Using videos on your Relay website will allow your event to connect with your participants and even recruit new ones.

How to use YouTube at your event

It doesn't take a budget to make a compelling video; it takes a compelling story and your event has many! Find someone that has a video camera, a computer, and some minor video editing experience. Create a video to promote and market your event, or maybe even an inspiring story from a local Cancer Survivor to motivate you participants to fundraise. These videos can then be posted to the event website, sent by email as a video message, posted to the event Fan Page on Facebook, or even spread virally online! Video messages sent within emails can have great results, because videos easily show the emotional qualities that someone might miss through standard written messages. Distributing video messages through outlets such as Facebook or Twitter has one distinct advantage, the message can be easily shared among countless networks of people (and this is also how a simple video can be spread virally online). Below is a great

example from the Relay For Life of UGA sharing an inspiring story about a Cancer Survivor in their community.



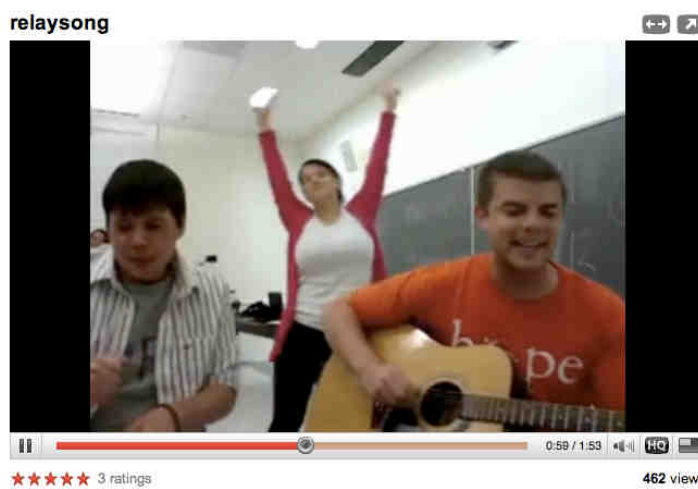
(Watch this compelling story of survival and watch more of UGA Relay's videos at www.youtube.com/ugarelay)

YouTube Strategy for Participants

The strategy for participants using YouTube is the same in principle, but they are typically reaching out to a much smaller group of people, and for the purpose of fundraising.

How participants can Fundraise using YouTube

“Why do you Relay?” – It’s a question we often ask in the Relay For Life community. It’s also a great way to inspire potential donors to donate to participants fundraising efforts. The idea is for the participant to record a simple message of themselves, sending a direct message to their friends, family, and who ever they would like to target for donations. This message should be personal, and tell their story of why they are involved with Relay For Life. Be sure to make the ask for a donation, and provide a direct link to make a donation online. Send this video message by email, Facebook, Twitter, or even post in on your Blog. Check out this video message recorded by some University of Delaware asking for donations through a song they wrote!



Find this video at <http://www.youtube.com/watch?v=19xtY646RFc> or search for relaysong on YouTube.com

Contact Information

For more information about Social Media related to American Cancer Society, South Atlantic Division, please contact:



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