

SOCIAL MEDIA

Facebook and Twitter are incredibly powerful tools for fundraising. It has become common practice for Plunge participants to do all of their fundraising entirely through social media. They are easy tools to use and a personal way to connect with friends and family all over the world with a minimal effort.

Facebook

- Like us: [Facebook.com/plungemt](https://www.facebook.com/plungemt)
 - Share a post from [Facebook.com/plungemt](https://www.facebook.com/plungemt)
- Add a link to your online Plunge page to send people directly to your Facebook profile
- Make your Plunge an event on Facebook. Invite friends to support your fundraising effort. That way they will have a reminder before your Plunge!
- Update your status:
 - Share why you are Plunging and what your goal is.
 - Update your fundraising progress each time you continuously until you take your Plunge.
 - Don't forget to share your "training" (i.e. how you are preparing for your jump).
- Let your pictures do the talking:
 - If you've plunged before, post a picture of your jump along with your donation request.
 - Set your profile picture and timeline photo to a picture of you taking the Plunge, or the costume you'll be wearing to Plunge.
- Shout outs: post a shout out to your donors when they pledge! You can even tag them in your post - just type @ + their name.
- Use Hashtags: you can now use hashtags like #PlungeMT on Facebook
- Don't forget to thank your friends after your Plunge!

Twitter

- Follow us: [Twitter.com/SO_Montana](https://twitter.com/SO_Montana)
- Retweet a tweet from SO_Montana and/or your followers
- Use the hashtag #PlungeMT to follow the chatter about the Plunge.
- Upload Photos: tweet a photo of you taking the Plunge, if you've done so before. If you're a rookie, tweet a photo of your costume. Don't forget to ask for support!
- Create an engaging 140 character message that shares why you are taking the Plunge.
- Shout outs: tweet each time you receive a new pledge. Don't forget to mention them in your status, just type @ + their name.
- Set your profile picture and twitter header image to a photo of you plunging.
- Don't forget to thank your followers after your Plunge!