



**National
Multiple Sclerosis
Society**
Michigan Chapter

SOCIAL MEDIA GUIDE

Why Social Media?

Social Media is about **connecting, creating, and communicating**. We connect individuals by creating a community within the space. These communities allow users to make a connection to one another, to a cause, and to their passions.

Once users have connected via social networks they can begin to communicate with one another and share important, relevant information. For event participants, users can connect with their friends, family and potential supporters to effectively increase awareness, inspire new members, and encourage others to donate to their fundraising efforts.

“Getting Started with Social Media” is multi-faceted. First and foremost, we have focused on a variety of social media networks to help you meet your goals. Next, we’ve included helpful tips to help you get started right now. These tips have been designed to help you begin using social media from day one. Finally, we have provided a number of best practices for each of these spaces to use as you continue to grow your presence on each network. Utilize these recommendations to help you throughout the process.

Along with “Getting Started with Social Media,” you will also be provided with a series of digital downloads that provide graphics that can be used on social media sites. In addition, a step by step guide to on-line fundraising using your participant center may be requested by contacting walk@mig.nmss.org or bike@mig.nmss.org.

Social Networking Basics, Getting Started, Best Practices & Suggested Messages

This guide has been designed to walk you through using some of the most popular social media programs to assist you with your fundraising. Once you are set up with an account, we will provide tips of how to best utilize these networks to recruit more team members and surpass your fundraising goals.



www.facebook.com

With well over 350 million active users, Facebook is currently the most popular social networking site in the world. Founded in 2004, Facebook is “a social utility that helps people communicate more efficiently with their friends, family and coworkers.” The Facebook platform is inherently viral, making it easy to share important news, events, pictures, and more with all of your friends with just one click. This will enable you to spread the word about your upcoming event faster and easier than ever before!

Getting Started: If you don’t already have a Facebook account, go to www.facebook.com and sign up. Use your real name so that you can find people and be found by your friends easily. Upload your custom optimized profile picture to promote your event and spread the word about the event. You probably have a ton of friends on Facebook already that you didn’t even know about, so once you’ve set up your profile use Facebook’s e-mail contacts importer to find them: <http://www.facebook.com/find-friends/?ref=sb>

Fundraise with Facebook! You can fundraise with Facebook to make your fundraising easier. Log into your participant center account and click on the “Fundraise with Facebook” tab to get started. We have also created a set by step guide to walk you through the features of the Fundraise with Facebook application. This guide may be found and downloaded from our Walk and Bike MS websites on the “Download Materials” page.

www.walkMSmi.org

www.bikeMSmi.org

Suggested Messages: Copy one of the following messages. On your Facebook homepage, click “Update Status” and paste the information into the box. Put in information specific to your MS event and the link to your personal fundraising page where indicated.

- I’ve joined the movement! On [Insert Date] I’ll be participating in [Insert Event & Location]. Help me reach my fundraising goal by donating on my page [Insert Link].
- I’m participating to create a world free of multiple sclerosis. Join the Movement® and help me reach my fundraising goal of \$[Insert Amount] for [Insert Event & Location]. Every little bit helps! Visit my fundraising website to donate: [Insert Link].
- [Insert Event & Location] is coming up on [Insert Date]! My goal this year is to raise \$[Insert Amount] to help create a world free of MS. Help me get there by donating on my fundraising page: [Insert Link].
- Multiple sclerosis is an unpredictable, often disabling disease of the central nervous system. Help me raise money for research and to support those affected by MS by making a donation on my fundraising page: [Insert Link]
- Multiple sclerosis stops people from moving. The National MS Society exists to make sure it doesn’t. I’m helping by participating in [Insert Event & Location] on [Insert Date]. Help me raise money by donating on my fundraising page: [Insert Link]
- The National Multiple Sclerosis Society is currently funding 325 research projects worldwide, fueling more potential MS therapies that at any other time in history. I’ll be participating in [Insert Event & Location] to help in these efforts. Please help me reach my fundraising goal by donating on my page [Insert Link].
- National MS Society efforts have led to faster, more accurate means to diagnose MS, shortening the wait for answers and offering earlier treatment, which may help prevent some nervous system damage. Help

me raise money for research and to support those affected by MS by making a donation on my fundraising page: [Insert Link]

- Multiple Sclerosis is an unpredictable often disabling disease of the central nervous system. It interrupts the flow of information within the brain and between the brain and the body. I'll be participating in [Insert Event & Location]. Help me reach my fundraising goal by donating on my page [Insert Link]
- Estimates suggest that 8,000-10,000 children in the U.S. have multiple sclerosis. Please support me as I participate in [Insert Event & Location] by making a donation on my fundraising page: [Insert Link]

Be sure to be a fan of the Michigan Chapter Facebook Pages

Michigan Chapter - <https://www.facebook.com/nmssmi?ref=ts>

Walk MS Michigan Chapter - <https://www.facebook.com/nmssmi?ref=ts#!/walkMSmi>

Bike MS Michigan Chapter - <https://www.facebook.com/nmssmi?ref=ts#!/BikeMSmi>



Twitter is the fastest growing social network, having grown at an astounding rate of 1,382% since last February. This micro-blogging platform enables you to send 140-character (or less) updates about anything you want to anyone "following" you (for example, your Walk/Bike MS supporters). The character limit also makes Twitter one of the most mobile and portable social networks, as users can easily send and receive updates via SMS text without having to install a third party application. Finally, tweets (short, 140-character messages sent through Twitter) are searchable through Twitter search, allowing you to find people talking about your interests in real time.

Getting Started: If you haven't already done so, sign up for a Twitter account at www.twitter.com. Provide the link to join or donate to your team on the "website" section and mention your participation in your local MS event in your 160-character bio. After you've filled in your profile information, select a photo of you or your team to upload for your profile picture (also called an avatar).

Go to http://twitter.com/invitations/find_on_twitter to find out if any of your friends or your local MS Society chapter are already on Twitter and start following them. You can also follow us at <http://twitter.com/MSsociety>. You're now ready to start tweeting!

Best Practices:

- Tweet links to important (relevant and factual) articles, short stories of your experiences in previous years, your fundraising progress and links to donate, and information on how to join your team.
- Go to www.search.twitter.com and search for keywords like "MS," "MS Society," "Walk MS," "Bike MS," and "raise money" to see what people are saying. Use the "advanced search" feature to limit your returns by geographic location to ensure you are only viewing conversations happening in your community.
- Follow users in your area that share your interests, that tweet regularly about MS, or that are also participating in an MS event.
- A "hashtag" is an oft-used topic marker on twitter created by placing a "#" symbol immediately in front of your marker (ex: #MS, #WalkMS, #BikeMS). Search for and use relevant hashtags in your own posts to contribute to existing conversations. Perhaps your chapter is already using an event-specific hashtag—join them by using it as well! Create your own tags to start a conversation of your own and use them in all appropriate posts.

Suggested Messages: Copy one of the following tweets and paste it into the box at the top of your Twitter homepage. Insert the link to your personal fundraising page where indicated.

WALK MS:

- An estimated 400,000 Americans are living with #MS . Help me raise money for #WalkMS. [Insert Link]
- Every hour of every day someone is diagnosed with #MS. I #WalkMS for them. Donate now: [Insert Link]
- Help me raise money for #WalkMS to move closer to a world free of #MS! Go here to donate: [Insert Link]
- Every hour of every day someone is diagnosed with #MS. Help #stopMS by donating: [Insert Link]

BIKE MS:

- An estimated 400,000 Americans are living with #MS . Help me raise money for #BikeMS. [Insert Link]
- Every hour of every day someone is diagnosed with #MS. I #BikeMS for them. Donate now: [Insert Link]
- Help me raise money for #BikeMS to move closer to a world free of #MS! Go here to donate: [Insert Link]
- Every hour of every day someone is diagnosed with #MS. Help #stopMS by donating: [Insert Link]

Be sure to be a fan of the Michigan Chapter on Twitter

Walk MS - <https://twitter.com/#!/walkMSmi>

Bike MS - <https://twitter.com/#!/bikeMSride>

LinkedIn  @www.Linkedin.com

LinkedIn promotes itself as a place for professionals to gather and believes that “relationships matter.” Users hail from over 150 different industries with an average annual household income of \$100,000. When it comes to an organization such as the National Multiple Sclerosis Society, every dollar counts to help find a cure. LinkedIn has the potential to expose your team and your cause to professionals capable of making a profound contribution. The existence of groups on LinkedIn can help you to connect with others of similar passions and interests who could potentially create or join a team.

Getting Started: If you haven’t already, go to www.Linkedin.com to set up a LinkedIn account. Follow LinkedIn’s tips for profile completeness and aim to get your profile as close to 100% complete as possible. It’s especially important that you have a profile picture that clearly shows your face so that everyone can see who you are.

Click to “Add Connections” on the top right of your page to use LinkedIn’s e-mail contacts importer and start building your network. You should also search for and request to join groups related to MS, the MS Society, charity fundraisers/walks/bikes, your local chapter, and your local community.

Best Practices:

- Contact those already in your network –particularly those who care about MS (or the person you care about), those whose companies are known to offer donation matching, and people who work at charitable organizations –with an invitation to support your team.
- Post discussions on local groups related to MS, the MS Society, or charity events/fundraisers with information about the upcoming event with information on how members can contribute.
- Advanced Tip: Perform an advanced search to focus in on more specific keywords that may exist anywhere in a user’s personal profile (include keywords such as fundraising, donations, non-profit, etc.) then send invitations to connect with these individuals. When you send an invitation to connect, be sure to write a personalized message to the recipient. You’ll be limited on characters, so let them know who you are and that you are participating in this year’s MS event.



YouTube brings your cause to life by giving friends, family and fans a central place to view footage of events they've missed, videos that have inspired you, photo slideshows, and more. Videos and slideshows are a powerful way to share your past Walk and Bike MS experiences and invite others to either join you as teammates or to support you with a donation.

Getting Started: Register for a free account at www.YouTube.com. Fill in your profile information and select a name for your channel that you feel best represents your dedication to the cause. Upload any videos or photo slideshows you have from previous events and include important keywords like "National MS Society" "MS" "multiple sclerosis" "walk MS" "bikeMS" and "charity fundraiser" in the "tags" sections of each video. Also include links to your team page so that viewers can easily donate to your team right away.



Best Practices:

- Search for videos posted by others who have been touched by MS or videos of other who've participated. "Favorite" the videos you like and post encouraging comments on them with links back and invitations to view your own channel/videos.
- Subscribe to channels of other users who tend to post videos about MS, their experiences with MS, or who participate in other fundraising events for charity.
- Advanced Tip: Post your next video as a "reply" to another popular video (this video should be directly related to MS, Walk MS or Bike MS). When others view the original video, yours will come up as additional suggested viewing, and the user who uploaded the original video will definitely see yours.



Your Convio access can instantly connect you to all the details you need to know about your upcoming event. With the ability to fundraise, invite your friends to join your cause, check your progress and thank friends individually for their contribution, the MS Society makes it quick and easy to get started with a simple login.

Getting Started: If you've officially registered you and/or your team for this year's MS event, you already have an account on our Convio platform. Log on to your account on your event's website and get started using the tools provided. Make sure that the rest of your team is registered as well.

Best Practices:

- The Michigan Chapter has a step by step guide to using your participant center that will walk you through all of the features of your participant center. To request a copy please email walk@mig.nmss.org or bike@mig.nmss.org

- Whether you are new to the event or have been participating for several years, make sure all of your personal and contact information are up-to-date and accurate –a complete profile is important!
- Interact with others on your team, explore the site and utilize its features including messaging team members, emailing contacts, and more.
- Advanced Tip: Check your personal page regularly to keep track of your progress and find some great information you can incorporate into your updates on Facebook and Twitter

Digital Downloads

Use one of these badges as your profile picture on Facebook, Twitter, Google+ and more. Download and post a banner on your site - forward to everyone you know who has a website and ask them to post it too.

Walk MS - http://walkmig.nationalmssociety.org/site/PageServer?pagename=WLK_MIG_Digital_Downloads

Bike MS - http://main.nationalmssociety.org/site/PageServer?pagename=BIKE_National_Free_Downloads

Additional Resources

Please feel free to contact the staff at the Michigan Chapter of the National MS Society for assistance or questions by calling our event experience hotline at 248-936-0343 or emailing walk@mig.nmss.org or bike@mig.nmss.org

Michigan Chapter Facebook Pages:

Michigan Chapter - <https://www.facebook.com/nmssmi?ref=ts>

Walk MS Michigan Chapter - <https://www.facebook.com/nmssmi?ref=ts#!/walkMSmi>

Bike MS Michigan Chapter - <https://www.facebook.com/nmssmi?ref=ts#!/BikeMSmi>

Michigan Chapter on Twitter

Walk MS - <https://twitter.com/#!/walkMSmi>

Bike MS - <https://twitter.com/#!/bikeMSride>

Michigan Chapter on YouTube

http://www.youtube.com/user/mignmss?ob=0&feature=results_main

National MS Society on You Tube

<http://www.youtube.com/user/NationalMSSociety>

Michigan Chapter Websites:

Michigan Chapter - <http://www.nationalmssociety.org/chapters/MIG/index.aspx>

Walk MS Michigan Chapter – <https://www.walkMSmi.org>

Bike MS Michigan Chapter – <https://www.bikeMSmi.org>

National MS Society Websites:

National MS Society - <http://www.nationalmssociety.org/index.aspx>

Walk MS - <https://www.walkms.org>

Bike MS – <https://www.bikemi.org>