

## Social Media Tips & Tools

### Connect with the ABTA on your social channels

[Facebook.com/theABTA](https://www.facebook.com/theABTA)

[Twitter.com/theABTA](https://twitter.com/theABTA)

[LinkedIn.com/company/American-Brain-Tumor-Association](https://www.linkedin.com/company/American-Brain-Tumor-Association)

### Create a Facebook Event

Facebook has the ability to reach people across the world! By creating an event page on Facebook, you are able to share event details, photos and personal anecdotes to draw people in and make them aware of your event. You can add photos, livestream, and interact directly with the ABTA by liking, sharing and commenting on posts. The ABTA will be able to interact with you in return!

### Use #Hashtags

A hashtag is a word or phrase following the hashtag sign (#) that identifies something is related to a specific topic. We encourage you to use the following popular hashtags and others to make your interactions easily accessible to anyone interested in the topic: #ABTA #braintumor #research #eventname #braincancer #Chicago (or your own city!)

### Tag, You're It

If you would like to direct a post or comment to someone specific, tag them! You can tag someone by adding an "@" symbol and starting to type their name and selecting it from the drop down. The user will be notified of the tag so they won't miss your post or comment.

*Example: @krystamich thank you for donating to #eventname! Your support helps fund #research for @theABTA!*

### Let's Get Visual

Photos, images, graphics, videos and links are great ways to generate interest in your posts. Remember a picture is worth a thousand words!

### Join the Conversation

Social media is about so much more than posting. Likes, shares, reactions and comments show an engaged community. You can also find Twitter chats or dialogue happening in real time and get involved by sharing your thoughts or information about your event or the ABTA.

## Bring Awareness to the ABTA

The ABTA website is a comprehensive and trusted resource for patients and families. Trust your instincts and if you think someone could benefit from more information or support, tag that individual in a comment and point them to [www.abta.org](http://www.abta.org) or the CareLine at 800.886.ABTA.

*Example: @renmc123 Check out @theABTA #TipTuesday series which offers plenty of helpful tips for patients and families. You can also visit [www.abta.org](http://www.abta.org) for more info.*

## Share Your Story

Others will be interested to read about your story and experience but you should only share what you are comfortable sharing. Remember the social media universe has the potential to reach millions of people!

## Fundraising Goal Hit

Social media is a great tool to share updates on your fundraising goal!

*Example: Thanks to everyone who helped me reach my personal fundraising goal for the @YourEventName to benefit @theABTA. We were able to raise x amount of money in support of #braintumor #research*

## You're One of a Kind

Your social media voice should be YOU and you're one of a kind. Don't misrepresent yourself by pretending to be anything other than your most authentic self. For example, you shouldn't try to be a medical expert if you aren't one.

## Check the Facts

There is a lot of false information on the internet and you should be critical of any information from a non-credible source. While many blog posts or online stories may contain a unique perspective or provide support, you should be wary of anything that shares opinion as fact. Make sure scientific information is credible because you don't want to share anything that could steer someone in the wrong direction.

## Facebook Quick Tips

- Best platform for story telling
- Photos and videos get your point across in an engaging way
- Works for individual users, but also great for groups and events



## Twitter Quick Tips

- Only 140 character posts allowed; great for fast updates
- Nearly a 1-1 channel – tweet directly @ your followers or institutions/companies/public figures
- Include a photo or link whenever possible
- Easy to re-tweet or share information

## Contact Us

If you need additional support or information, contact an ABTA staff member.

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