



Social media for Breaking Point champions

If you are active on social media, your support during the campaign will be very much appreciated, and we've included some tips to help.

The most successful Charity Extra campaigns are those where champions made direct contact with their friends and family. That's why the Charity Extra team recommends using social media platforms (Facebook, Twitter, LinkedIn, and Instagram) to compliment, not replace, the person-to-person approach of WhatsApp, emailing and phoning your contacts.

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Royal Free Charity, The Pears Building, Pond Street, London, NW3 2PP
Charity number 1165672 Company limited by guarantee number 09987907

Twitter

Twitter has an upper character limit of 280 which means that every letter counts. However, please make sure every tweet you post includes your unique Charity Extra link so your followers' donations can be linked to you.

- To generate the greatest amount of interest in your tweet we recommend using one of the images, gifs or videos which we will provide for you. This has been proven to increase interaction with posts - people are three times more likely to engage with tweets that include visual content!
- Remember to tag @RoyalFreeChty and hashtag #BreakingPoint21 so we can see your activity and retweet you!

Sample tweet:

This weekend, I'm supporting the @RoyalFreeChty #BreakingPoint21 appeal. Will you help me to support the staff and patients of the Royal Free London? Find out more and donate on my fundraising page: www.charityextra.com/royalfreecharity/sample



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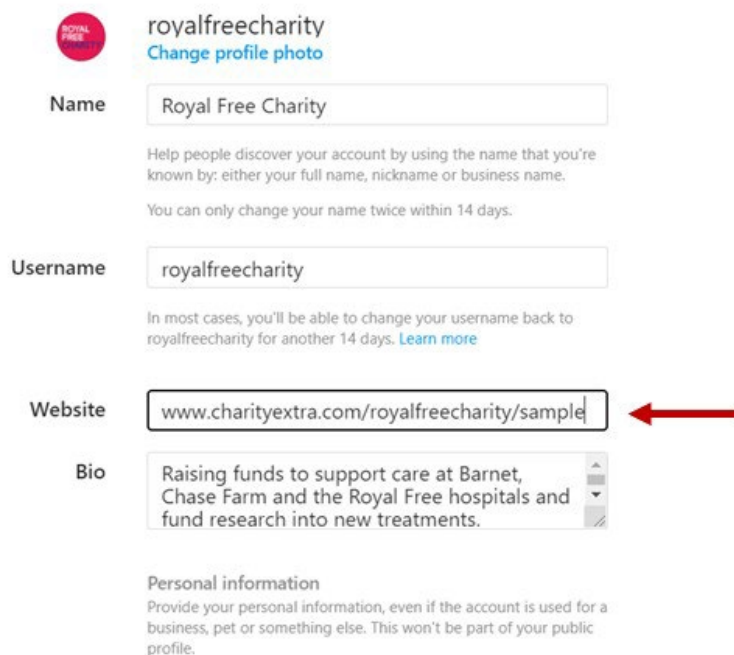
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Instagram

Posting your unique fundraising link to your profile

- Instagram lets you post links to other websites on the story feature and in picture bios BUT it will appear as plain text and not an active hyperlink to the other website.
- In most cases it will not allow others to copy and paste this link either – this means to use the link they would have to type out a long link.
- The way around this is to copy the link you wish to post and paste it into your profile information.
- On your Instagram home page, click on 'Edit Profile'.
- Where it says 'Website' (see photo below), hold your finger down on the text entry line and click 'paste'.
- Click the tick in the top right of the screen when you are finished.
- You will see a blue link in your bio which means it's a hyperlink and will take anyone who clicks on it to your Charity Extra Page.
- When you write your post, don't forget to mention that the link is in your profile information. The easiest way to do this is to use the phrase: Link in bio.

Posting your link in your profile details:



The screenshot shows the 'Edit Profile' interface for the Instagram account 'royalfreecharity'. The profile picture is a red circle with 'ROYAL FREE' text. The 'Name' field contains 'Royal Free Charity'. The 'Username' field contains 'royalfreecharity'. The 'Website' field contains 'www.charityextra.com/royalfreecharity/sample', which is highlighted with a red box and a red arrow pointing to it from the right. The 'Bio' field contains the text 'Raising funds to support care at Barnet, Chase Farm and the Royal Free hospitals and fund research into new treatments.' Below the bio field, there is a section for 'Personal information' with a note: 'Provide your personal information, even if the account is used for a business, pet or something else. This won't be part of your public profile.'

royalfreecharity
Change profile photo

Name

Help people discover your account by using the name that you're known by: either your full name, nickname or business name.
You can only change your name twice within 14 days.

Username

In most cases, you'll be able to change your username back to royalfreecharity for another 14 days. [Learn more](#)

Website

Bio

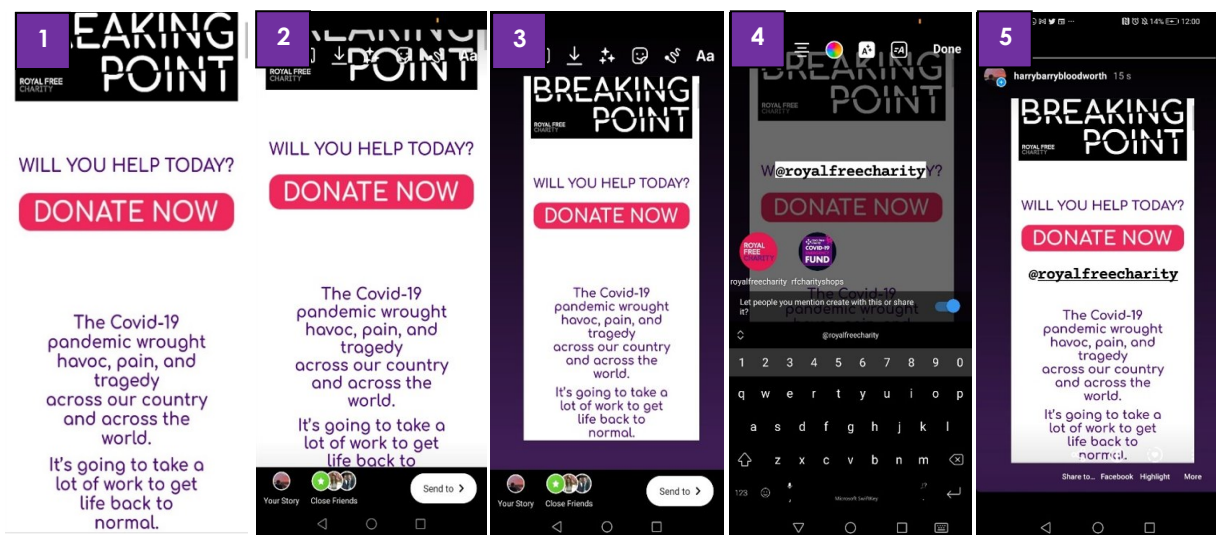
Personal information
Provide your personal information, even if the account is used for a business, pet or something else. This won't be part of your public profile.

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Posting to Your Story

- Posting on an Instagram story is a quick and extremely effective way of capturing someone's attention. We have used a screenshot of the Breaking Point website as an example.
- In picture (1) you can see the screenshot fills the screen, but when uploaded to an Instagram story in picture (2), the top and bottom of the image has been cut off.
- Simply pinch your fingers on the image to adjust the size and zoom out to show the whole image such as in picture (3). After positioning the image click once on the screen to enter text.
- Type '@royalfreecharity' and click on the pink logo on the left of image (4). This lets us see images we have been tagged into and allows your followers to easily find our Instagram page through your post.
- Picture (5) shows a well-positioned image that shows the full content and has clearly tagged the Royal Free Charity's Instagram account.



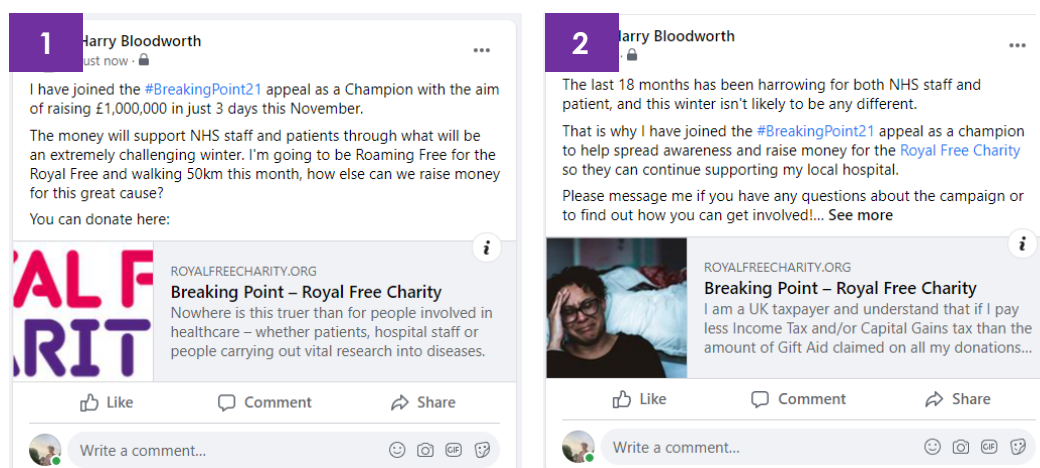
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Facebook

Maximising the reach of your post

- Facebook is different from both Instagram and Twitter, as less posting often has a larger impact. We recommend posting a maximum of once a day about the appeal.
- Ensure that your post is fairly short and to the point. As you can see in sample picture (1) all of the text is spaced out and it fits on to one post without the need of a 'see more' button as in picture (2).
- Including a picture, link or video is a good way of getting attention.
- It is useful to include a call to action at the end of the post. A few of examples of posts can be seen in (1) and (2)
- Make sure to tag us by typing '@Royal free charity' and clicking on our logo. Use the hashtag #BreakingPoint21 to increase the appeal's reach!



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LinkedIn

LinkedIn's algorithm is based on the principle *People You Know, Talking About Things You Care About* – it prioritises conversations and common interests. In practice, this means we recommend you:

- Make it personal – tell your followers about what has motivated you to be a Breaking Point champion
- Use visuals more sparingly than with other social media platforms and don't forget when you add your link to your LinkedIn post, it will automatically generate a link preview
- Front load your content – LinkedIn truncates the post so that only the first words or sentence is visible before *Show more*, so make those first couple of sentences count!

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