



# Path to Social Media Success For Your PBCC Fundraiser

 @PABreastCancer

 @PABreastCancer

 @PBCC

## Facebook Event

Creating a Facebook Event is the a great first place to start when advertising your fundraiser on social media! **Add the PBCC as an additional event host, to allow us to be able to share the event.**

## Use #Hashtags

Utilizing hashtags when posting makes it easy for attendees to easily find info about your fundraiser. Consider using these hashtags to start:

- #PBCC
- #GrassrootsPartners

## Create Excitement

To get potential attendees excited about your fundraiser, post photos from the year prior to showcase how much fun it is! **First year hosting the fundraiser? Post photos of you preparing for the event!**

## Engage with Attendees

Respond promptly to questions and comments on social media posts about the event. If you get a question specific to the PBCC, let us know and we can help provide an answer!