



Social Media Site Set-up

Instruction Guide

This guide will give you step-by-step instructions on how to log-on and follow Go Big GIVE on Facebook, Twitter and Instagram. If your organization is not on these sites and would like to be, these steps will help you create an account.

It is important to be active on social media for Go Big GIVE. Social Media is the main way we will draw traffic to the website. On these social media sites, we will be announcing updates and information about your non-profit organization. We want people to not only give to your organization but learn about you too!

Facebook:

- Go to www.facebook.com. If you have a Facebook account, simply sign in.
 - If you do not have a Facebook Account, this would be the time to sign up! Complete the “Sign Up” section and follow those instructions.
- If you are already on Facebook, you can simply type in your search bar – **Go Big GIVE** or copy and paste this link: www.facebook.com/GoBigGive. That will take you directly to the Go Big GIVE Facebook page.



- Click on Go Big GIVE. That will take you to the Go Big GIVE page.
- Click “LIKE”. Once you have “Liked” Go Big GIVE, you will see updates on your Newsfeed and better yet, invite your friends to “Like” Go Big GIVE!





Twitter:

- Go to www.twitter.com. If you have an account, simply sign in with your username and password.
 - If you do not have a Twitter account, fill out the information under **“New to Twitter? Sign Up”** and follow those steps.
- If you already have a Twitter account, simply type in your search bar – **Go Big GIVE** or copy and paste this URL www.twitter.com/GoBigGIVE. That will take you directly to the Go Big GIVE page.
- After you sign in, you will see your Newsfeed (similar to Facebook). Next you will type Go Big GIVE in the search bar. (See photo below)



- Click on Go Big GIVE. That will take you to the Go Big GIVE page.
- Click “Follow”. Once you click follow, you will see updates on your Twitter feed.



- **@GoBigGIVE** is our Twitter Handle.
- The @ symbol acts the same as an e-mail address. The @ is how a Twitter user communicates with you. Ex. *“I just gave to local nonprofits @GoBigGIVE”!*
- Twitter is very similar to Facebook – it is just status updates! You follow people and people follow you back. ☺
- If you see a post that you would like to share, you simply click “Retweet” (See picture below)

Tweets



Reply to @GoBigGIVE

- When you click “Retweet” a new box will appear that will ask - **“Would you like to Retweet to your followers?”** Then you click “Retweet”. Now, all of your followers can go to the Go Big GIVE page to learn more!



Instagram:

- Instagram is used on your cell phone. You can access Instagram online at www.instagram.com/GoBigGIVE – but you cannot post photos or share photos online. Instagram was programmed for cell phones.
- Instagram is similar to both Facebook and Twitter. Users use **@GoBigGIVE** to mention Go Big GIVE in a photo or video. Users can also “like” photos/videos and leave comments.
- If you do not have Instagram, you can go to your App Store / Play Store and download Instagram.
- An Instagram for Beginners User Manual is available online. Visit this website for step by step instructions: <http://mashable.com/2012/05/29/instagram-for-beginners/>

If you have any questions about Go Big GIVE’s social media plan or how your nonprofit can get involved, please contact Cammie Benson at (308) 382-2675 or e-mail at cammie@heartlandunitedway.org. We are happy to help!