Facebook page guide

"Setting up a Facebook page allowed me to show the highs, lows and general progress of my marathon journey as well as getting me more exposure and increasing donations!"

Setting up your page

- Put as many photos as possible related to you and your event
- Ask friends and family to 'like' the page and share it in order to get more followers.

What to post

- Photos from your training
- Updates on your progress - anything from a successful fundraising event to a new pair of running trainers!
- I found that heartfelt, honest posts get the most likes and engagement, and would result in more donations to my fundraising page.

When to post

- Due to running other Facebook and Instagram pages I'm all into analytics when it comes to posting times. Having looked at these, the best times to post in my experience are between 7.30pm and 9.30pm.

Top tips

- The more honest you are when posting, the more money you will raise
- Always add the link to your fundraising page to every post so that it's easy for your followers to go and donate!
- Ask people to donate 'as much as they can' in order to avoid pressuring people to donate more than they can afford.

Honor raised over £10,000 from online donations via social media
- Honor, London Marathon

Meningitis Research Foundation

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