



Facebook

- Facebook is a social networking website where you can upload photos and videos for your members to share, receive comments and questions from your community, and create a central location of information about your event
- Create an event page on Facebook and invite your friends and family to attend (leaving it open encourages attendees to invite guests)
- For annual events, consider creating a Facebook group, where your members can receive updates throughout the year
- Don't forget to tag us @UHNfoundation



Twitter

- Twitter is a social networking website where you can communicate messages about your event
- Create either a personal or event-specific account
- Consider following influential individuals you believe would be interested in your event (these people will have a strong follower base)
- Don't forget to tag us @UHNfoundation



Instagram

- Instagram is a photo sharing website where you can share all your photos leading up to your event and post-event
- Create a hashtag with your event name to view all the photos your attendees have posted during the event or post-event
- Don't forget to tag us @UHN.foundation

**Please note: Let your guests know that photos and videos are being taken at the event and may be used for promotional material*