

Social Media and Communications Guidelines



Social media is a simple way to engage with new audiences and potential donors in an informal way. Social media acts as a supplement to the strong traditional media coverage received for Hawaiian Ride for Youth and Youth Focus each year. Using social media will increase brand awareness and recognition for your fundraising efforts and the organisation, helping to support and promote the work of Youth Focus. It is a great promotional tool and one that can help Youth Focus position itself as the experts in youth mental health.

Use Facebook, Instagram and LinkedIn – it's a great way to target your friends, family and business networks.

MAKE EVERY POST COUNT

When you are posting to social media it's important to make the most of every opportunity to help bring awareness to the cause. Make sure you tag locations, other people and use hashtags in all your social media posts. Use the tag @youthfocuswa and @hawaiianrideforyouth or #hawaiianrideforyouth to be featured on the Hawaiian Ride for Youth social pages.

SHARE YOUR HARD WORK

Sharing your stories is one of the easiest and most effective ways to raise community awareness of Hawaiian Ride for Youth and Youth Focus and generate more donations. Photos or videos emotionally engage your friends, family and co-workers and involve them in what you are doing. Add photos or videos that share 'behind the scenes' images of your training sessions and preparation for the ride, during ride week and at the Welcome Home Ceremony. Share the reasons why you are participating in Hawaiian Ride for Youth, why you support Youth Focus, what led you to want to raise funds for the organisation, why is mental health important to you?

Remember to tag others (with permission) in your posts to maximise the exposure to their Facebook and social media followers.

DO POST

- Information about why you are participating in the Hawaiian Ride for Youth
- Photos of yourself and fellow riders and support crew (with their permission)
- A link to your personal fundraising page
- Goals, milestones and achievements in relation to your training and fundraising
- Information about your team's fundraising events
- Teasers or 'behind the scenes' sneak peaks of media interviews you might have done

DON'T POST

- In the event of an incident – managed by Event Director and Youth Focus
- Content that may misrepresent the values and/or damage the reputation of Hawaiian Ride for Youth and Youth Focus
- Inappropriate content or content that might violate the terms of use, e.g. partial nudity, pictures of students/minors without written permission, personal details of others' stories or mental health issues

EMAIL CAMPAIGNS

Email your friends, family and business networks to let them know you're raising funds and how they can help support you.

WORKPLACE/COMMUNITY

Find out if your workplace has a matched giving program, or if you can promote your fundraising efforts via an employee database. Additionally, see if your local community halls or civic centres (and maybe even your local café!) will allow you to put up a poster to promote your fundraiser.

PROMOTION OF ASSOCIATION WITH HAWAIIAN RIDE FOR YOUTH AND YOUTH FOCUS

All marketing collateral should clearly communicate that your fundraiser is being held for the benefit of Youth Focus and is not a Youth Focus specific event. Many dedicated and proactive advocates work tirelessly in support of the Youth Focus mission to support at-risk youth overcoming mental health issues. Individual donors and community fundraisers have played an extremely important role in promoting our services and programs for the youth of Western Australia. Please understand that in coordinating a fundraising event, you cannot represent Youth Focus in an official capacity, however, you can speak on behalf of the fundraising activity. Please keep this in mind while interacting with all supporters of your fundraising.

AUTHORISED STATEMENTS IN PROMOTIONAL MATERIALS

Youth Focus understands the value and importance of promoting your fundraiser however, to ensure that we are accurately reflecting where and how the funds will be used, we ask that you use one of the following statements when promoting your activity:

- Funds raised will go to Youth Focus to assist in the prevention of youth suicide, depression, anxiety and self-harm
- Held in support of Youth Focus
- Proudly supporting Youth Focus
- is a fundraising supporter of Youth Focus

rideforyouth.com.au

The Hawaiian Ride for Youth is held annually in March with riders covering over 700kms from Albany to Perth to raise funds and awareness for Youth Focus.

