

## SOCIAL MEDIA

Facebook, Instagram, Twitter and Snapchat are incredibly powerful tools for fundraising. It has become common practice for Plunge participants to do all of their fundraising entirely through social media. They are easy tools to use and a personal way to connect with friends and family all over the world with a minimal effort.

### facebook

- Like us on Facebook: [Facebook.com/PlungeMN](https://www.facebook.com/PlungeMN)
  - Share a post from [Facebook.com/PlungeMN](https://www.facebook.com/PlungeMN)
- Add a link to your online Plunge page to send people directly to fundraising page from Facebook
- Make your Plunge an event on Facebook and invite friends to join you or donate to your efforts
- Update your status:
  - Share why you are Plunging and what your goal is.
  - Update you fundraising progress each time you continuously until you take your Plunge
- Let your pictures do the talking:
  - If you've Plunged before, post a picture of your jump along with your donation request
  - Set your profile picture and timeline photo to a picture of you taking the Plunge, or the costume you'll be wearing to Plunge
- Shout outs: post a shout out to your donors when they pledge!
- Don't forget to use the [#PlungeMN](#) hashtag

### instagram

- Follow us on Instagram: [Instagram.com/PlungeSOMN](https://www.instagram.com/PlungeSOMN)
- Repost a photo from the Plunge Instagram account
- Add a link to your online Plunge page in your profile to send people directly to your fundraising page from your Instagram account
- If you've Plunged before, post photos of your previous Plunges!

### twitter

- Follow us: [Twitter.com/PlungeMN](https://twitter.com/PlungeMN)
- Retweet a tweet from PlungeMN and/or your followers - be sure to use the [#PlungeMN](#) hashtag!
- Upload Photos: tweet a photo of you taking the Plunge, if you've done so before. If you're a rookie, tweet a photo of your costume. Don't forget to ask for support!
- Create an engaging 140 character message that shares why you are taking the Plunge
- Shout outs: tweet each time you receive a new pledge!
- Set your profile picture and header image to a photo of you Plunging

### snapchat

- Snap your Plunge experience! Share your Plunge prep, costume ideas and, of course, all the fun you have at the actual Plunge
- Look for Polar Plunge geofilters when you're out at a Plunge!