



## Social Media Guide for the Fuller Center Bicycle Adventure JULY 2018

*Suggested Tweets and Facebook Statuses for the Fuller Center for Housing of Greater Kansas City*

The Fuller Center Bicycle Adventure (FCBA) will make its way to Kansas City in July of this summer. Kansas City is a stop during segment six of a coast-to-coast adventure, where riders (and volunteers!) will have a chance to immerse themselves in the Fuller Center’s mission with two build days!

We need your help getting the word out! We want to create awareness about the #FCBA leading up to the date of the riders’ arrival and then create a storm on the actual days of their stop (7/8-7/10).

Below are a list of sample tweets and statuses for inspiration. These are just jumping off points – please feel free to adapt them to your own voice. The link goes to the our website. Please share and re-tweet generously! That is how we will get the echo chamber going!

Thanks in advance for your support! If you can’t live tweet throughout the week, you can use free tools to schedule your tweets:

- HootSuite is free tool that helps you schedule tweets. Use this link for the free version of HootSuite: <https://hootsuite.com/plans/free>. Mashable has a guide with instructions on how to use HootSuite: <http://mashable.com/2013/09/18/hootsuite-beginners-guide/>
- Tweet Deck is a free product through Twitter that allows you to schedule tweets to be sent at a later time. You can download TweetDeck from this site: <https://about.twitter.com/products/tweetdeck> Here is a 1.5 minute video to learn how to schedule tweets: <https://www.youtube.com/watch?v=BkZrjHLE1IM>



## FACEBOOK (we are @fullercenterGKC)

***We recommend not posting constantly but spreading out your posts over a number of days, as making frequent posts decreases the reach of your posts. For optimal results, share Fuller Center for Housing of Greater Kansas City's Facebook posts (Be sure and like us at <http://facebook.com/fullercenterGKC!>)***

I'm supporting the Fuller Center Bike Adventure because I believe all families deserve a safe, affordable home. Find out how you can help at <https://fullercenterkc.org/bike-adventure/>

Support the Fuller Center for Housing in their mission of helping low income families with housing needs in Kansas City through the Fuller Center Bike Adventure. Find out how you can help at <https://fullercenterkc.org/bike-adventure/>

I'm helping the Fuller Center for Housing of Greater Kansas City when the Fuller Center Bike Adventure Cyclists arrive. Find out how you can help at <https://fullercenterkc.org/bike-adventure/>

Mark your calendars! 7/8-7/10 the Fuller Center Bike Adventure cyclists will be stopping in KC. Find out how you can get involved at <https://fullercenterkc.org/bike-adventure/>

## Twitter (we are @fullercenterkc)

***You can tweet as many times as you want. Don't worry about duplicates or "too much" tweeting since the Twitterverse moves quickly!***

Help @fullercenterkc help more families with housing by joining us at the build day during the #FCBA <https://fullercenterkc.org/bike-adventure/>

I'm helping @fullercenterkc with Fuller Center Bike Adventure festivities because I believe all families deserve a safe, affordable home <https://fullercenterkc.org/bike-adventure/>

Mark your calendars! 7/8-7/10 the FCBA cyclists will be stopping in KC. Find out how you can get involved at <https://fullercenterkc.org/bike-adventure/>

## Extra Credit

### Create a Facebook Fundraiser

To create a fundraiser for a charitable organization:

1. Click Fundraisers in the left menu of your News Feed
2. Click Raise Money
3. Select Nonprofit/Charity.
4. Select a charitable organization, choose a cover photo and fill in the fundraiser details
5. Click Create.

Thanks for your help! If you have any questions about sharing, please drop a line to Rachel at [rkhiles@gmail.com](mailto:rkhiles@gmail.com).

