



Appendix 4 - Tips for using social media

Social media is a quick and easy way of promoting the campaign and your participation in it to a bigger audience.

Here are some suggestions to help:

1. Post on your Twitter or Facebook account about your participation in the campaign
2. Post a photo of meetings with councillors or a Charter adoption event (preferably taken on a digital camera, but often a good quality camera phone will do)
3. Mention our @mndcampaigns or @mndassoc Twitter account in your tweet
4. Share photos or message onto our Facebook wall www.facebook.com/mndcampaigns or www.facebook.com/mndassociation This enables us to share your success with a bigger audience
5. Use hashtags - #MND and #ChampionTheCharter when you tweet. This helps build momentum for this campaign and allows us to track activity.

You can search for your local councillor or council on social media and mention them in your posts for some extra publicity.