

Social media: Checklist

TWITTER

- Use popular and trending hashtags to raise awareness for your campaign.
- Always include your campaign link whenever you tweet about it.
- Ask for retweets to help spread the word.
- Tweet at people (even those you don't know) who might have a special interest in the subject of your campaign.
- Gain followers by following others and actively engaging them.
- Be careful not to tweet too much — nobody likes spam.
- Make sure your teammates also tweet to their followers about the campaign.
- Tell people about your perks — be specific.

FACEBOOK

- Use both a personal and a campaign-specific profile to send regular campaign updates.
- Always include a link to your campaign whenever you write about it on Facebook.
- Ask people for feedback and engage them with questions.
- People are more likely to “Like” and “Share” media, not just text.
- Use pictures and videos to show your perks, campaign sneak peeks, and more.
- Tell people about your perks — be specific.

INSTAGRAM

- Take pictures documenting your campaign journey.
- Take pictures of events relating to your project.
- Follow others on Instagram who might be interested in your project or who work in its industry.
- Tag words that relate to your project and/or Indiegogo.
- Tag your pictures with a link to your campaign.
- Use photos to show your perks, campaign sneak peeks, and more.

PINTEREST

- Use your Pinterest account to build your project's vision and “brand.”
- Pin pictures of your perks and anything else visually interesting that relates to your project.
- Pin videos and images that lead back to your campaign.
- Include a campaign link on your profile page.