

Facebook Contest: Social Media Star



Your nonprofit can win before the Big Give begins!

The Fremont Area Community Foundation will host a Facebook Photo Contest to boost awareness and excitement just days before Giving Day. By participating in this contest, you will increase traffic to your social sites and grow your followers. You will also prep followers to support your good work on May 8, 2018 – The Fremont Area Big Give.

Here's how to participate. Keep in mind, **all** steps and requirements must be followed to be eligible for the winning grants.

The contest starts at 7 am on May 4th and ends at Noon on May 7th.

Post a **creative, dynamic** and **engaging** image, content, or video to your organization's Facebook page. Your photo/content/video can highlight a program or program participant, capture a funny image of your staff, connect an entertaining or endearing image to your cause, or any other image/text/video that will grab attention and encourage people to "like" your image. (Check out the examples in the [slides](#) from our kickoff training for inspiration!)

Important: You must include all of the following to participate:

1. Include [#FremontAreaBigGive](#)
2. Tag the Fremont Area Community Foundation ([@facfoundation](#)) with your post so that we can track your results.
3. Pin your image to the top of your Facebook page.
Here's how. Post your image. Include [#FremontAreaBigGive](#). Tag [@facfoundation](#). Click the down arrow in the upper, right-hand corner of the post. From the drop-down menu, select "Pin to Top."
4. Ask your followers and supporters to "like" the photo that you have pinned on Facebook. You must have people "like" your original post that is pinned. "Shares" won't count.
Tips: Post *many* messages throughout the day and encourage people to "like" them. Make people aware that you are eligible for a special grant! Ask people to spread the word to their own networks.

When you post throughout the day, include a link to your Facebook profile page, which contains the pinned image/content. Remember, "likes" must be made on the original post. "Likes" on shared photos won't count.

Of those posts that meet the eligibility requirements noted above, the photos with the most "likes" by NOON on May 7th will receive a prize of \$1,000! The winning organization will be notified by e-mail shortly after the deadline and their photo will be posted on the Community Foundation's wall for even more exposure. All participating organizations' photos will be compiled and promoted as well.