

6 simple social media tips



1. Use hashtags

hash-tag: A word or phrase preceded by a hash mark (#), used within a message to identify a keyword or topic of interest and facilitate a search for it.

No matter the topic, there's a hashtag for that!
Reasons to use hashtags include:

- Better searchability/discoverability
- Reach your community

Standard PKD hashtags:

#endPKD
#WalkforPKD
#PKDAdvocacy
#PKDConnect

2. Stay neutral

It's important that you do not use PKD Foundation accounts to support a political party or debatable issues

3. What's happening in YOUR local community?

Chapter or even personal pages are the perfect place to promote:

- Upcoming Chapter events
- Joining your Chapter
- Local fundraising events
- Local Walks

4. Don't give medical advice

Refer to our mission: We give hope, we fund researchers, advocate for patients and build a community for all impacted by PKD. We cannot give medical advice. If messaged about medical advice, direct them to their doctor.

5. Always turn to pkdcure.org for resources

Use our website at your disposal! Share pages and use information from the site to answer questions from the community.

6. Share posts from the PKD Foundation

If you can't figure out what to post, feel free to share posts from the Foundation. Check our social media pages often for the latest news on PKD related news, events, and more!



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For more in-depth information on how to use or elevate your social media, check out these links!

Beginners Guide to Social Media

<https://moz.com/beginners-guide-to-social-media>

How to use Facebook

<https://blog.hubspot.com/marketing/how-to-use-facebook>

A Guide to Twitter

<https://help.twitter.com/en/twitter-guide>

How to use Instagram

<https://blog.hubspot.com/marketing/how-to-use-instagram>

<https://help.instagram.com/454502981253053/>

