



8 STEPS TO SUCCESS ON SOCIAL MEDIA

Social media can be a powerful way to let your friends know that you're running for wildlife, and why it matters. Here are some tips for staying up to date on the Run for the Wild, and sharing news with your own networks to support your fundraising efforts. The extra appreciation you'll get for doing a good thing is also a perk!

1. Follow the Bronx Zoo on **Facebook**, **Twitter**, and **Instagram**.
2. Watch **#RunForTheWild** on Twitter and Instagram for updates about the Run.
3. When you see a post you like, share it on your social media accounts so your friends can see it too.
4. Join the Bronx Zoo Facebook event to get updates leading up to the event, and send invites to your friends so they can save the date to cheer you on, donate and lend their support.
5. Which animal are YOU running for? Let your friends know why this animal matters to you with a post on your social media sites.
6. Join our new **@RunForTheWild** Instagram account just for the Run for the Wild community. Tag your Instagram photos with **#RunForTheWild** so we can regram you, leading up to, during and after the Run.
7. If you post to Facebook, Twitter, or other photo and video sharing sites, we love that too! We'll be looking for **#RunForTheWild** content to "like" across the socialsphere.
8. Ask 30 of your Facebook friends to donate \$1 toward your fundraising page—be sure to include the link with your message.

#RUNFORTHEWILD

