

Over the last couple of years, we have all learnt just how important and powerful social media can be. The world has gone digital – so when it comes to promoting a cause, it is important you know how to navigate the world of social media.

### Here are a few tips make your voice be heard on social media:

#### 1. Simplify your message

This doesn't mean you have to be brief, but it does mean you should be very clear on what you want your followers to understand. Edit your message down to the essential information. What do you want your audience to take away from this?

You don't need to use fancy phrases, clever wording, or embellishments. Use short words and sentences to get your point across and make more of an impact.

#### 2. Use appropriate channels

Where and how you present your message is as important as what you say. Use platforms where you have a larger following, or where there is a space for the property industry such as Instagram, Twitter (X) or LinkedIn.

#### 3. Use hashtags and keywords

Words such as **#Property**, **#Quiz** and **#LandAid**. People are always searching for what interests them, and when these particular words or phrases pop into view, they will take notice!

#### 4. Tag people

Don't forget to also tag the appropriate people in your message – such as LandAid. Chances are we will repost anything we're tagged in!

Instagram: [@landaidcharity](https://www.instagram.com/landaidcharity)

X: [@LandAid](https://twitter.com/LandAid)

LinkedIn: [@LandAid](https://www.linkedin.com/company/landaid)

### Example captions:

"I've registered to take part in the **#LandAidBigQuiz**"

"I'll be quizzing on 4 July to help end youth homelessness"

"Donate to my fundraising page today: (insert link to fundraising page) @landaid **#EndYouthHomelessness**"

"I'm taking part in the LandAid Big Quiz to help **#EndYouthHomelessness**"

"You can take part too and help **#EndYouthHomelessness**"

"Sign up today: (<https://join.landaid.org/register/labigquiz/registration>) @LandAid"