

# Help Promote Run for Sight Through Social Media

## Run for Sight 2021 Hashtags

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**#irunfor** (Share the name of who you run for following the hashtag)

**#RunForSight2021**

**#DGCKids**

**#SeePossibilities**

**#running**

**#run**

**#5krun**

### Promote DGC's RFS Social Media Content

DGC FACEBOOK

<https://www.facebook.com/dgckids>

DGC INSTAGRAM


[dgckids\\_seepossibilities](#)

#### 1. LIKE and FOLLOW DGC's Facebook Page and Instagram Account



To show support for a Page and be able to see updates from it in News Feed, you should like it. If you just want to see updates from a Page, you should follow it.

##### To like a Page:

1. Go to the Page.
2. Click  **Like** below the Page's cover photo.

**When you like a Page, you automatically follow it**, which means that you may see updates from that Page in News Feed.

##### To follow a Page:

1. Go to the profile or Page you want to follow.
2. Click **Follow**.



### To follow an account:

1. Go to the account
2. Tap **Follow** next to the account

### 2. **FOLLOW** DGC's Run for Sight hashtags on



You can follow hashtags on Instagram to stay connected with Run for Sight 2020 posts.


### To follow a hashtag:

1. Search for the hashtags
2. Tap the hashtags
3. Tap **Follow**. Once you follow a hashtag, you'll see its photos and videos appear in feed.

### 3. **SHARE** DGC's



Page with friends

1. Click  **Share** below the Page's cover photo.
2. Click the dropdown menu at the top to select where you want to share the Page (example: your timeline, a Page you manage).
3. Write an optional update or message.
4. Click **Post** or **Send**.


### 4. **LIKE** and **SHARE** and **COMMENT** on DGC's




posts about Run for Sight

### To like a post and/or a comment:

1. Go to the post or photo.
2. Click  **Like** to like.

1. Go to the comment.
2. Click  **Like** to like.

**To share a post** you see on your News Feed:

1. Below a post, click  **Share** in the bottom right.
2. Select where you want to share the post.


Note: You can't share posts with people who weren't part of the original audience (example: a post shared with "Friends" can't be shared with "Public").

**To comment on a post:**

1. Click **Comment** below the post or in the white box that says **Write a comment**.
2. Type your comment
3. Press enter or return to publish it.


## 5. **LIKE** and **SHARE** and **COMMENT** on DGC's posts about Run for Sight

**To like a post**


Just double tap a photo or video to like it or tap  below the post.

**To share a post** to your story (reposting to your feed requires an additional app):

You can only share someone's post from Feed to your story if their account is public and they've allowed resharing of their posts. DGC account is public and we've allowed resharing of posts.

1. Tap  below the photo or video in Feed.
2. Tap **Add post to your story**.
3. Tap **Send To**.
4. Tap **Share** next to **Your Story > Done**.

**To comment on posts**

1. Tap  below the post in Feed
2. Type your comment
3. Click Post

## 6. **POST** about Run for Sight on DGC's Page

Facebook Pages are public spaces. Anyone who can see the Page can see your post or comment. When you post or comment on a Page, a story can be published in News Feed and other places on Facebook.

You can only post on Pages that have allowed visitor posts. **The Delta Gamm Center has allowed visitor posts.**







To post on the Delta Gamma Center's Facebook Page:

1. Go to the Page
2. Click **Write a post...** at the top of the DGC Page and write your post.
3. Click **Post**.
4. DGC staff will review each post before it's published to ensure appropriate content.

## Promote Run for Sight on Your Social Media

### 7. **POST** about Run for Sight on your Facebook and Instagram pages


To share something on :

1. From the top of your News Feed or timeline, click  **Make Post**.
2. Add a text update or click the type of post you'd like to share (example: **Photo/Video**, **Feeling/Activity**).
3. You can also:
  -  Add a photo or video.
  -  Add a location.
  -  Tag friends.
  -  Add a sticker.
  -  Add how you're feeling or what you're doing.
4. Choose where you'd like to share your post. If you add a photo, video or text with a background as your post, you'll also have the option to share to your story. Click to select **News Feed**, **Your Story**, or both:
  - **News Feed**: Your post will show up in News Feed and on your timeline.
  - **Your Story**: Your story will be visible to your selected audience for 24 hours.
5. Click ▼ next to **News Feed** or **Your Story** to select an audience for your post.
6. Click **Share**.


*Use one or two DGC Run for Sight hashtags in your FB post*

## To share something on :

Upload a photo or video:

1. Tap  at the bottom of the screen.
2. Tap **Library** (iOS) or **Gallery** (Android) at the bottom of the screen.
3. Select the photo/video you'd like to share.

Add a caption to your photo or video:

1. Tap  at the bottom of the screen.
2. [Take a photo or video](#) or choose one from your phone's library.
3. Tap **Next**. You can also add [effects or filters](#).
4. Tap **Next** again, and then tap **Write a caption...**
5. Enter your caption with Run for Sight hashtags and the name/Insta user name of people in the photo/video
6. tap **OK** > **Share** (iPhone) or **Share** (Android).


*Use several DGC Run for Sight hashtags in the caption or as a tag for a photo or video on Instagram*

Tag a photo or video with a hashtag:

1. Take or upload a photo or video.
2. Choose to add a filter, then tap **Next**.
3. Tap **Write a caption...** and type # followed by text or emoji.
4. Tap **Share**.

After you tag your post with a hashtag, you'll be able to tap the hashtag to see a page that shows all photos and videos people have uploaded with that hashtag.

Tag people in a photo or video:

1. After you've selected a photo or video and added effects and filters, tap **Tag People** from the Share screen.
2. Tap on someone in the photo.
3. Start entering their name or username and select them from the dropdown menu.
4. Tap **Done** (iPhone) or  (Android).