**A logo for a health company

AI-generated content may be incorrect.**

**Social Media Tips for Fundraising**

Raising funds for Swansea Bay Health Charity is an amazing way to support our NHS staff, patients, and families. Social media is one of the best tools to share your fundraising story and encourage support. Here are some practical tips, plus ready-to-use caption templates you can adapt!

**Our top tips**

* **Be open and authentic:** Share your personal reasons for fundraising to connect with friends and family. Share your progress and journey every step of the way.
* **Don’t forget to tag us!:** We post regularly on [Facebook](https://www.facebook.com/SwanseaBayHealthCharity/), [Instagram](https://www.instagram.com/swanseabayhealthcharity/) and [LinkedIn](https://uk.linkedin.com/company/swansea-bay-health-charity). If you tag us in your posts, we’ll happy share or repost these!
* **Use images:** A picture speaks a thousand words, so make sure to cinlude these in your posts!
* **Link to your fundraising page:** This will direct people to the right place to ensure they can donate easily.
* **Use hashtags:** #SwanseaBay #SBHC

**Social Media Caption Ideas**

Caption idea 1

Hey! 👋🏻 I’m fundraising for Swansea Bay Health Charity to because I want to \_\_\_\_\_.

Every donation, big or small, will help \_\_\_\_\_\_\_\_\_\_.

I’d love your support! 🙌  
👉 You can donate here: *[insert fundraising page link]*

If you can’t donate, please share this post! It would mean the world.

Together, we can make a real difference. Thank you! 💙

Short and snappy caption idea

💙 I’m fundraising for Swansea Bay Health Charity to support \_\_\_\_\_.  
👉 Donate here: *[insert link]*  
Every share & donation makes a difference! 🙌

Personal/story-based caption

I’ve set myself the challenge of fundraising for Swansea Bay Health Charity because *[insert personal reason/motivation – e.g. “they cared for my family when we needed it most” / “I want to give back to the ward that saved my life”].*

The money raised will help *[insert impact – e.g. “fund cutting-edge equipment for cancer services” or “raise £160,000 for the Cwtsh Clos appeal”].*

👉 Please support me by donating here: *[insert link]*

If you can’t donate right now, sharing my page would mean so much 💙

Together, we can make a difference for our local NHS.

Challenge-led caption

I’m taking on *[insert challenge – e.g. “30 Miles in May” / “a bake sale” / “a charity run”]* for Swansea Bay Health Charity 🙌

💙 Help me reach my goal and support NHS patients & staff 👉 *[insert link]*

🚀 Let’s do this together! Every donation counts.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

We really look forward to seeing your fundraisers come together. If you need any further information or help, please don’t hesitate to contact our friendly charity team for support.

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