



Checklist 13: How To Use Social Media To Advertise Your Kickstarter Campaign

Project Name: _____

Date: _____

Yes No

Social media is a potent tool in today's day and age, and you can use it to your advantage and advertise your Kickstarter campaign on it to make sure that word of your campaign reaches as many people as possible and you reach your funding goal.

1 For Facebook:

Go to your Facebook account, or make a new one specifically for this purpose.

Then go to the Facebook Pages link and pick out the page you want to make. Yours will probably fall in the "Local Business" or "Company, Organisation or Institutions" category.

Then put in the necessary details of your startup on the page, choose a nice page picture and make the page public. Share this page on your Facebook profile and ask your friends to like it.

On your Kickstarter campaign homepage, there is a link to your own Facebook account as well.

You can share news from your Kickstarter campaign on Facebook using this link.

2 For Twitter: Twitter has a 140 character limit which significantly restricts what you can do for your Kickstarter campaign. The best way is to advertise your Kickstarter motto in a tweet, and then provide a URL to your Kickstarter campaign.

3 For video-sharing platforms: There are numerous platforms like this on the web, some of which include Vimeo, YouTube, Dailymotion and Google Video. Each of these has different yet easy to follow uploading

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procedures, and you can open these websites and upload a video on them by making an account with them. However, some general tips are: *Make the video public so that it appears in people's search results and reaches a maximum number of people.*

Keep it short and refer to your name and the business's name frequently so that people know who they are supporting.

In your video name, keep a few words that are related to your project so that interested investors look at the video.

In the description of your video, provide a URL to your Kickstarter campaign so that all people have to do to go to your campaign is click a link.

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