



26–28 June 2026

Maritime Mountain Race

Social Media

One of the best ways to reach your various networks, tell your story and promote awareness of the work of the Mission, is via social media. Follow our guide to choosing the right platform and top tips below to get the most out of your online fundraising.

Choosing the Right Platform

Facebook a versatile platform to post videos, images and longer messages. This is a great place to tell your story, share details about the work of the Mission (see *Why It Matters* for ready to use content), and post regular updates.

Instagram is a primarily visual platform, so it's a great place for carousels of photos and short video updates.

Twitter is ideal for short, focused messages and direct donation requests.

LinkedIn will be a key tool in reaching your professional networks. This is where you'll inspire donations from individuals or companies connected with the maritime industry who understand the work of our global seafarers.

TikTok if you are using this platform, short, engaging and educational videos are the key to success.

YouTube is the place for long-form videos. If you have a company youtube channel consider reaching out to your Marketing team and putting together a video which tells a deeper story about why you have signed up to this challenge and why the work of the Mission is something you personally, or your company as a whole, wish to support.

Top Tips

Add a Video Simple videos filmed on your phone are perfect for fundraising. Why not start by introducing yourself with a 1–2-minute video about you, your challenge and why you are doing it. Over the coming months, consider sharing your training and fundraising milestones with video updates.

Use Hashtags Using the event hashtag is a great way to connect with other people taking part in our Maritime Mountain Race 2026, and bring in new supporters. Add the hashtags **#MMR #MaritimeMountainRace #MissionToSeafarers** and post as often as you can, at different times of the day and different days of the week.



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Add a link to your Team Fundraising page It's important to make it easy for people to support you and donate. Don't forget to add a link to your Team Fundraising page on the event website whenever you post. You can also add updates directly to your fundraising page to keep it engaging, so it's a great resource to help you reach your fundraising goal.

Update your Supporters Facebook, Instagram, Snapchat, and TikTok have a stories feature which is useful for a quick update and sharing your donation link. Make sure to interact with any comments and shares you get to encourage more engagement in the future. The more people engage with your posts the more it can help with the algorithm in terms of how many more people see your post outside of your followers and regular interactions.

Keep Saying Thank You As you hit key fundraising or training milestones celebrate publicly and thank all the donors that helped get you there. You'll remind current supporters that their help matters and sweep new donors up in the excitement.

Be Consistent Keep sharing your story, and don't stop once you arrive in Switzerland! A large number of donations will come in during and after the event. Document your team's progress throughout the challenge, and share that all important finish line photo!

Keep it Brief We can all become overwhelmed with the amount of written information we receive both at work and at home, so writing your highest impact statement clearly in the first few words will ensure your message is read. Studies show that we spend 26 seconds, on average, reading a piece of content and our brain decides in 17 milliseconds if we like what we just clicked! Short, impactful messaging is the key!

Make it a Team Effort Combine your reach within your team, but also get friends and family sharing your progress. Share and like other people's posts about the event – they may return the favour and it ensures the key messages are repeated. Where possible, say it with a picture - posts with images are 150% more likely to be shared.

Tell the Story Link your fundraising efforts back to the seafarers you are supporting. People are more likely to support a cause when they hear stories about it, so please take a look at the *Why It Matters* resource and include stories about the Mission's work and its vital impact.

Don't forget to tag us!

Twitter @FlyingAngelNews

LinkedIn & Facebook @TheMissiontoSeafarers

Instagram @MissiontoSeafarers