**—TWITTER GUIDELINES—**

* Shorten your Storefront URL with a site like bit.ly:

-Visit <https://bitly.com/>

-Paste your Storefront URL into the box and click “SHORTEN”

-Copy the shortened URL into your post

* Use an image or graphic that represents your organization—posts with imagery tend to perform better.
* Include a brief description of your fundraiser and/or organization (keep it fewer than 280 characters):

“We’re raising money for [ORGANIZATION] and need your help. All you have to do to support this great cause? Shop! [SHORTENED LINK via bit.ly]”

“Help us raise money for [ORGANIZATION] simply by shopping—you create great Shutterfly products, we get 8%: [SHORTENED LINK via bit.ly]”

“Looking for a great cause to support? We’re fundraising for [ORGANIZATION] and we’re close to our goal! Make a difference today: [SHORTENED LINK via bit.ly]