

**Social Media Content 2014**

HAIRraising Social Media



Accounts to like to stay in the know and tag:

HAIRraising

Facebook [@HAIRraising](https://www.facebook.com/HAIRraising/)

Instagram [@hairraising\_bch](https://www.instagram.com/hairraising_bch/)

Boston Children’s Hospital

Facebook [@BostonChildrensHospital](https://www.facebook.com/BostonChildrensHospital/)

Twitter at [@BostonChildrens](https://twitter.com/bostonchildrens?lang=en)

Instagram [@bostonchildrens](https://www.instagram.com/bostonchildrens/)

Boston Children’s Hospital Heart Center

Facebook [@heartcenter](https://www.facebook.com/heartcenter/)

Please also use **#HAIRraising** and **#HAIRraising2020** when posting.

If you decide to do a *Facebook Fundraiser*, please put **HAIRraising** in the title of your fundraiser. Please email [HAIRraising@chtrust.org](mailto:HAIRraising@chtrust.org) when you set one up!

Below are some suggested Facebook. Feel free to customize and add your salon name too! (when first posting please use the official name of “Boston Children’s Hospital” and then “Boston Children’s” after).

Please contact us at Boston Children’s Hospital Trust with questions ([HAIRraising@chtrust.org](mailto:HAIRraising@chtrust.org))!

SuggestedPosts

**Wednesday February 26**

**Facebook:** Happy Heart Month! We are so excited about participating in @HAIRraising on Sunday, April 26 to benefit the Heart Center at Boston Children’s Hospital. Call today to show your love and book your appointment for HAIRraising!

**Tuesday February 28 –** *share “big hearted” graphic*

We are so excited to be participating in HAIRraising 2020! It is a great way to show your support for the local community and get to know your customers! Register your salon today at hairraising.org #HAIRraising #HAIRaising2020

**Thursday, March 5 –** *share a photo of your team participating in a previous HAIRraising event:*

#TBT to last year’s HAIRraising Cut-a-thon! We had a great day, but we can’t do it without YOU! Call us today to book your appointment for Sunday, April 26, and tell your friends so they can take advantage of this special offer! #HAIRraising #HAIRraising2020

**Thursday, March 12**

We’re counting down the days until April 26 and our @HAIRraising for Boston Children’s Hospital Cut-a-thon! Don’t miss out on a fabulous haircut that supports a great cause. There are still appointments available – call now to book one. If you can’t make it, you can still donate by visiting <https://secure.childrenshospital.org/site/Donation2?df_id=2420&2420.donation=form1> #HAIRraising #HAIRraising2020

**Tuesday, March 17**

Every haircut helps! On Sunday, April 26, you can get your haircut with us and all proceeds benefit @Boston Children’s Hospital. Make your appointment today! If you can’t make it on Sunday, April 26, you can still support our efforts by making a donation here: <https://secure.childrenshospital.org/site/Donation2?df_id=2420&2420.donation=form1>

#HAIRraising #HAIRraising2020

**Thursday, March 26**

Help us support the top pediatric hospital in the country! Join us for @HAIRraising for Boston Children’s Hospital on Sunday, April 26th. You’ll get a great new cut for Spring, and all proceeds benefit Boston Children’s. Space is limited – don’t wait! Make your appointment today! Visit www.hairraising.org for all the details #HAIRraising #HAIRraising2020

**Wednesday, April 1**

This is no April Fool’s joke – on Sunday April 26, we’ll be cutting hair for a donation to Boston Children’s Hospital! Call us today to make your appointment! Space is limited! #HAIRraising #HAIRraising2020

**Monday, April 6**

*This is when our HAIRraising Facebook Event will go live. Please mark yourself as attending or interested in your personal Facebook and your salon’s account, so your friends can see! You will also be able to post any photos of prep or other fun fundraising in the event page.*

**Friday, April 10**

The sickest children travel from all over the U.S. to receive life-saving treatment at Boston Children’s Hospital. Join us Sunday, April 26 for the HAIRraising cut-a-thon where 100% of the proceeds benefit Boston Children’s Hospital. Help kids like Faith get the care that they need by making your appointment with us today! [www.hairraising.org](https://www.hairraising.org) . #HAIRraising #HAIRraising2020

**Wednesday, April 15**

Help us to make this year’s HAIRraising cut-a-thon the most successful yet! You’ll receive a great new haircut from one of our stylists and all proceeds go to the Heart Center @Boston Children’s Hospital. Visit www.hairraising.org for more information and call us to make an appointment today #HAIRraising #HAIRraising2020

**Sunday, April 19**

One week from today, we will be participating in this year’s @HAIRraising for Boston Children’s Hospital cut-a-thon! Give us a call to make your appointment today before space runs out! If you can’t make it next Sunday, you can still donate by visiting: <https://secure.childrenshospital.org/site/Donation2?df_id=2420&2420.donation=form1> . #HAIRraising #HAIRraising2020

**Friday, April 24**

We are only two days away from the @HAIRraising Cut-a-thon for Boston Children’s Hospital! Call us to make your appointment today and help create more success stories like Faith’s incredible journey at Boston Children’s Hospital. <https://www.hairraising.org/patients> #HAIRraising #HAIRraising2020

**Sunday, April 26**

Today we’re raising money for @HAIRraising for Boston Children’s Hospital. 100% of proceeds of today’s event will help kids at Boston Children’s. You can help too! Stop by and get a great new haircut and make sure to tell your friends! Or you can even donate by visiting: www.hairraising.org. #HAIRraising #HAIRraising2020

[Post a photo of your staff holding one of the HAIRraising signs.]

**Twitter**

Get a new haircut on 4/26 & all proceeds benefit @BostonChildrens. Look good and @helpkids with #hairraising. [www.hairraising.org](http://www.hairraising.org)

Join us for a great haircut for a good cause #hairraising for @bostonchildrens April 26! www.hairraising.org