



Celtic FC Foundation

Social Media Support for Fundraisers

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We are incredibly grateful to everyone who chooses to fundraise in support of Celtic FC Foundation.

Your efforts help us make a real difference in our communities, and we aim to support you where we can.

As a small team balancing a wide range of projects and campaigns, we've outlined below how we approach social media support for fundraising activity.

How We Can Support You

We may be able to support your fundraising activity by:

- Sharing selected fundraising stories across our official social media channels
- Engaging with your posts (e.g. likes, comments, or reshares where appropriate)
- Highlighting key milestones, achievements, or unique challenges

We can also:

- Provide guidance on messaging, tone, and brand alignment
- Provide content ideas and previous examples

Please note: While we will always try to support where possible, we cannot guarantee social media coverage, engagement, or promotion for any individual fundraiser.

Important Information

Due to the volume of activity we support and our responsibility to deliver our own campaigns, we are not able to guarantee:

- That any fundraising activity will be shared on our channels
- The timing, frequency, or platform of any posts
- Multiple posts or ongoing promotion for individual fundraisers
- Responses or activity outside of working hours (Monday to Friday 9am to 5pm)

We also cannot:

- Prioritise external fundraising content over core Foundation campaigns
- Share content that does not align with our brand, values, or tone

Sharing via Our Official Channels

If we do share fundraising activity, it will be through our official accounts:



@FoundationCFC



@celticfcfoundation



Celtic FC Foundation



Celtic FC Foundation



@celticfcfoundation

To give your fundraiser the best chance of being featured on our channels please ensure content

aligns with our values, tone, and audience and provide us with the following:

- High-quality images or video that reflect the Foundation and your activity positively
- Clear, accurate details (who, what, when, why)

How We Prioritise Content

Due to the volume of activity we support, we prioritise:

- Fundraising linked to key campaigns
- Unique, creative, or inspiring challenges
- Significant milestones or outcomes
- Stories with strong community impact

Meeting these criteria does not guarantee coverage but helps us identify opportunities to support where possible.

Sharing Content from Personal Accounts

We are often asked to share or repost content from personal social media accounts.

While we appreciate these requests, we cannot guarantee that we will be able to share or link to personal accounts. This is because:

- All content we share must reflect the Foundation's values and standards
- We consider the wider content visible on personal profiles
- Some accounts may include content that does not align with our tone or messaging

If you would like your fundraising activity to be considered, it is helpful to:

- Tag our official accounts so we can see your posts
- Share content that is appropriate for a wide audience
- Provide standalone, high-quality images or video that we may be able to share directly

Contact:

To request support please email details to cfcfoundation@celticfc.co.uk quoting 'Social Media Support' and one of our team will contact you.

Thank You

Every fundraising effort makes a meaningful contribution to our work. While we may not be able to share every activity, we truly value your support and commitment to the Foundation.