

# Walk Social Media Tips

- 1. Think about what works best for your network.** Some people post every day while others post once a week – find the balance of what keeps your community’s attention while not losing people’s interest.
- 2. Post the URL** of your fundraising page on your social media profiles, sharing your “why” and your fundraising goal. When you post your URL on social media, it will bring up a clickable link in your post that goes directly to your fundraising page.
- 3. Add photos** to posts. They instantly generate more attention and reactions!  
*On most social media, you can add multiple photos and videos too. Share your past Walk memories to create a sense of excitement and involvement!*
- 4. Tag and thank your donors.** It makes them feel good and encourages others to donate too!
- 5. Post when you hit a “milestone” goal.** Your followers like knowing they played a role in your success!
- 6. Short on your goal? Ask for help!** Post updates like, “I’m \$100 from my goal. Donate today and help me reach my goal to support Hope & Heroes!”
- 7. Give a sense of urgency.** Remind people how close we are to Walk Day. Having a “deadline” motivates people to donate right now.
- 8. Mix things up!** Don’t post the same message repeatedly. Use photos, videos, links to keep the content fresh and interesting.
- 9. Include a clear call to action** - Donate, Register, Join my team, etc.
- 10. Post when your friends are active!** Find the most engaging time of day when your network is most active to post!

.....➔ **Join The Conversation!**

Use our official hashtags:

**#HopeAndHeroesWalk**

**#HnHWalk18**

**#HopeAndHeroes**

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Use the samples below to jump start your social media messaging. No matter how you use them, make them yours by adding your “voice” and specific fundraising goals.

## facebook

- Our team has been started again for the Hope & Heroes Walk on Sunday, May 20! Come join us as, together, we walk to raise *[INSERT GOAL AMOUNT]* for childhood cancer and blood disorders. Click below to register as a team member or support us with a donation today! *[LINK TO FUNDRAISING PAGE]*
- *[INSERT TEAM NAME]* is walking to end childhood cancer and blood disorders on May 20. So far, we have raised *[INSERT DOLLAR AMOUNT]*. We're so close to our goal of *[INSERT GOAL AMOUNT]* and, with your support, we know we can reach it. Make a donation today! #HnHWalk18 *[LINK TO FUNDRAISING PAGE]*
- We are less than *[INSERT NUMBER]* WEEKS away from the #HopeandHeroesWalk but there is still plenty of time to join my team. Your participation helps to support the life-saving work on pediatric cancer and blood disorders at Columbia University Medical Center. Click here to join us! *[LINK TO FUNDRAISING PAGE]*

## twitter

- Walk with me to help children with pediatric cancer and blood disorders. My team is walking in the #HopeandHeroesWalk and our goal is to raise *[INSERT GOAL AMOUNT]*. Join us or support my team with a donation today! *[LINK TO PERSONAL FUNDRAISING PAGE]*
- I remember when my child received treatment at Columbia *[INSERT NUMBER OF YEARS]* ago. Now, s/he is a thriving *[INSERT AGE]*... and THAT's why I walk! Support my fundraising today! #HnHWalk18 *[link to fundraising page]*
- Be a part of my effort to end childhood cancer by making a donation to the Hope & Heroes Walk. Your support can make a difference! #HnHWalk2018 *[LINK TO FUNDRAISING PAGE]*

## Instagram

- We want YOU ... to join us on Sunday, May 20 for the #HopeandHeroesWalk! Click the link in my profile to learn more and register as a team member! *[LINK TO FUNDRAISING PAGE]*

