

# Walk Social Media Tips

## → LAUNCH YOUR FACEBOOK FUNDRAISER

Click the 'Set Up a Facebook Fundraiser' link on your participant page dashboard and let the tech do all the work. In a few clicks your fundraiser will be up and running. This is the fastest and easiest way to fundraise.

## → FIND THE SWEET SPOT

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. Check to see when your friends are usually online, and post during those times.

## → HAVE A CLEAR CALL TO ACTION

Donate, Register, Join My Team, Share My Story, etc.

## → POST YOUR PERSONAL PAGE URL

Add your URL on your social media profiles and include your story and your fundraising goal. When you post your URL on social media, it will pop-up a clickable link that goes directly to your page.

## → USE PHOTOS, VIDEOS, AND SOCIAL SQUARES

Make your posts visual to get the most attention and reactions. Share images from past walks, selfies of you and your team this year, or social squares. Continue posting new images to keep people engaged.

## → BE SPECIFIC

Post updates like, 'I'm \$100 from my goal! Help me get to the finish!' Or, 'My goal for this week is 5 donations of \$25. Be one of my top 5 this week and donate today.'

## → MAKE IT URGENT

Due dates are motivating! Remind people how close you are to Walk Day with posts like 'My Hope & Heroes Walk is in X weeks and I'm looking for 10 more donors! Make your donation here if you haven't yet: [link to personal page]'

**Join the Conversation! Use our official hashtags:**

**#HopeAndHeroesWalk #HnHWalk21 #HopeAndHeroes**

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Use the samples below to jump start your social media messaging. Make them yours by adding your own voice and specific fundraising goals.

## facebook

Our team is back together for the Hope & Heroes Walk on Sunday, Sept 26! Join us as we walk to raise *[INSERT GOAL AMOUNT]* to end childhood cancers and blood disorders. 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 Sept 26. We've raised *[INSERT DOLLAR AMOUNT]*, and we're so close to our goal of *[INSERT GOAL AMOUNT]*. With your support, we know we can reach it. Make a donation today! #HnHWalk21 *[LINK TO FUNDRAISING PAGE]*

We are less than *[INSERT NUMBER]* WEEKS away from the #HopeandHeroesWalk!! Join my team and help us save lives! Walk with us and fund life-saving work on pediatric cancer and blood disorders at Columbia University Medical Center. Click here to join us or make a donation! *[LINK TO FUNDRAISING PAGE]*

## twitter

Walk with me and save children's lives. My team is walking in the #HopeandHeroesWalk and our goal is to raise *[INSERT GOAL AMOUNT]*. Join us or make a donation to the team today! *[LINK TO PERSONAL FUNDRAISING PAGE]*

I remember when my child received treatment at Columbia *[INSERT NUMBER OF YEARS]* ago. Now, *[PRONOUN]* is a thriving *[INSERT AGE]*...and that's why I walk! Support my fundraising today! #HnHWalk21 *[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 saves lives! #HnHWalk21 *[LINK TO FUNDRAISING PAGE]*



56 likes

We want YOU ... to join us on Sunday, Sept 26 for the #HopeandHeroesWalk! Click the link in my profile to learn more and register as a team member! *[link to fundraising page]*

## Instagram

We want all children to be cancer free ... walk with us on Sunday, Sept 26 for the #HopeandHeroesWalk! Click the link in my profile to learn more and register as a team member!

*[LINK TO FUNDRAISING PAGE]*