

## Virtual Broward Heart Walk Social Media Guide

Join us Live on Sunday, May 10<sup>th</sup> at 9:00AM for Opening Ceremonies - The action is happening on [@AmericanHeartAssociationMiami Facebook](#).

### Quick Tips:

- Tag:  @AmericanHeartAssociationMiami
-  |  @ahasouthflorida
- Hashtag: Include **#BrowardHeartWalk** on all posts!
- Visit [@AmericanHeartAssociationMiami Facebook](#) and mark yourself as attending the Virtual Broward Heart Walk.
- Be sure to **check back daily** to receive healthy, at home tips, videos, interactive activities, and much more!
- **Fundraise:** Include your individual donation link in all posts! Make heart walk posts "public" or post directly to our page so we can share!



### **Before the Heart Walk: Share your team spirit!**

Get excited for the Company/Team Pep Rally happening before the heart walk. Along with your donation link, share your why - and get creative with it. Your entire team can make signs, share photos of sidewalk chalk art, have your team show their heart hands, tell survivor stories, and so much more. Tag your company and team members to join in some team spirit in your pre-walk posts!

### **During the Heart Walk: Show us your sneakers.**

Share your walk on social media! Take a photo or video (or two or three) and show us how you are getting active. Tell friends and family you are walking along with your donation link. Now is the time to get creative!

**Suggested posts:** Take a video of your sneakers on the move, show a furry friend joining in the walk, or share a photo of fun (and creative) ways you are getting active!

### **After the Heart Walk: Share your "why".**

The heart walk might be over but asking friends and family to contribute is not. Along with any photos or videos you took during the walk, share your donation link, and post a message about why you participated in the heart walk.

**Suggested grab-and-go messaging:**

- I joined more than a million Heart Walk Heroes across the country, funding a new kind of breakthrough science that saves lives every day. Will you help save lives by donating today? <add donation link>

