

Social Media



2022 BAY AREA HEART WALK

Use these tips and sample social posts to inspire your family and friends to become co-walkers or ask for donations. Include the link to your personal fundraising page to make it easy for your network to donate. People who personalize their page and use social media to fundraise raise 5X more! That means you're turning \$100 into \$500!

1. PERSONALIZE YOUR PAGE

- Download the Heart Walk app and add a photo to your Heart Walk page

2. SHARE YOUR "WHY"

- Why is the AHA important to you? Share your reason by personalizing your Heart Walk page and sharing on social media

3. GET TAGGING!

- Tag family and friends you want to recruit as co-walkers and ask for donations. Tag #HeartWalkBayArea to share your why with us

4. UPDATE REGULARLY

- Share at least two updates on your progress to your goal and always include a deadline date. You can even schedule posts from the Heart Walk app



Sample posts



Not sure where to start? Raising awareness and funds through social media is as easy as copying and pasting the messages below. Don't forget to add a link to your personal page and to upload photos or videos that tell your story.

FACEBOOK & INSTAGRAM

- I'm #Heartwalking to improve the overall health and well-being of Americans and future generations. Please help me reach my fundraising goal of \$XYZ at [link to participant page](#) #Heartwalking #HeartWalkBayArea
- [Company name](#) is #Heartwalking together to improve the health across the nation. Join us today to support our efforts to make [your city](#) a healthier place for all of us by helping me reach my fundraising goal of \$XYZ at [link to participant page](#) #Heartwalking #HeartWalkBayArea
- I'm #Heartwalking in [celebration/memory](#) of [name of a heart disease or stroke survivor](#). You can help me reach my fundraising goal of \$XYZ through the Bay Area Heart Walk by donating at [link to participant page](#) to accelerate science to save lives and impact the overall well-being of Americans. #Heartwalking #HeartWalkBayArea

TWITTER

- I am walking to ensure the health of future generations and for my [grandma, grandpa, brother, sister, include a personal reference](#). Donate to [link to participant page](#). #Heartwalking #HeartWalkBayArea
- I'm participating in the #HeartWalkBayArea on 9.24.21. Join our team or donate [insert team page](#). #Heartwalking
- I'm at [insert percentage](#) of my fundraising goal for #HeartWalkBayArea. Please donate & help me reach 100% today [link to participant page](#). #Heartwalking

