GO SOCIAL

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.

- Announce that you've decided to participate in the Heart Walk, share your story and why this movement is so important/personal to you, and ask for support. Get social. Share your story on Facebook, Twitter, and especially on LinkedIn in order to maximize your fundraising reach.

- Share at least **two** updates on your progress to your goal and always include a deadline date. Be sure to thank everyone who has already donated to your efforts, and offer a gentle reminder to those who haven't yet done so.

- Bring the fun and emotional experience of the day of the Heart Walk to everyone, share details about what your experience was like along with some photos from the event. This is a great opportunity to thank everyone who has supported you and remind others who haven't yet donated.

- Celebrate when you reach your goal! Not to mention share the collective impact we made through what we raised together as a community. Thank your donors and remind them that it wouldn't have been possible without their support.

SHARE YOUR "WHY"

Use social media to let everyone in your network know why you #iHeartScience. Share your "why" or tag family and friends you want to recruit as co-walkers. You can also post inspiration to help others engage in giving back and link to your personal fundraising center to raise donations.

UPDATE REGULARLY

Tap in to all your social media accounts - Facebook, Twitter, LinkedIn, etc.. - to keep your network updated on your fundraising progress and send thank you notes to individuals for their donations.

GET TAGGING!

Using hashtags will connect you to other walkers and help the entire community rally around the event. Use #iHeartScience, #HeartWalk, or #[city]HeartWalk, in your posts and search these hashtags to see what other walkers are saying.

UPDATE YOUR PHOTOS.

Save these photos and upload as your cover photo on Facebook, header photo on Twitter, and a photo on Instagram.

[Facebook Cover Photo](#)

[Facebook Header Photo](#)

[Twitter Header Photo](#)

[Instagram Photo](#)

QUICK TIPS

- **Share Your #iHeartScience on Twitter**
  Tweet the link to your participant page and ask family and friends to become co-walkers, ask for donations, or ask others to share your message! Include hashtags #iHeartScience, #[city]HeartWalk, and #HeartWalk.

- **Use Your Professional Network**
  Use LinkedIn and ask colleagues for their support.

- **Say Thanks**
  Use social media to say a public "thank you" to those who have registered to walk or made a donation on your page to inspire others to make a donation or join the team.

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 (use with photo or graphic when appropriate)

<u>Before the event:</u>

- I'm #Heartwalking to improve the overall health and well-being of Americans and future generations. Please help me reach my fundraising goal of [$xx] at [link to participant page] #Heartwalking #[localeventhashtag]

- [Company name] is #Heartwalking together to improve the health of [city]. Join us today to support our efforts to make [city] a healthier place for all of us by helping me reach my fundraising goal of [$xx] at [link to participant page] #Heartwalking #[localeventhashtag]

- I'm #Heartwalking in [celebration/memory] of [name of a heart disease or stroke survivor]. You can help me reach my fundraising goal of [$xx] through the [city] Heart Walk by making a donation at [link to participant page] to accelerate science to save lives and impact the overall well-being of Americans. #Heartwalking #[localeventhashtag]

<u>Day of event and after:</u>

- Today's the day and I am [$xx] away from raising my goal! I'm #heartwalking, so please take a step with me and donate to my efforts to fight heart disease and stroke at [link to participant page]. #Heartwalking #[localeventhashtag]

- I celebrated at the Heart Walk today! Thank you to everyone who donated and cheered me on. This was important to me and I know together we can fight heart disease and stroke. #Heartwalking #[localeventhashtag]

- The Heart Walk event is over, but you can still donate. Visit my personal fundraising page and donate now to reach my goal of $[xx] at [link to participant page]. #Heartwalking #HealthyForGood #eventhashtag

Twitter

<u>Before the event:</u>

- I am walking to ensure the health of future generations and for my (grandma, grandpa, brother, sister, include a personal refernce). Donate to [link to participant page]. #Heartwalking #[localeventhashtag]

- I'm participating in the #[localeventhashtag] on [date]. Join our team or donate [insert team page]. #Heartwalking

- I'm at (insert percentage) of my fundraising goal for #[localeventhashtag]. Please donate & help me reach 100% today [link to participant page]. #Heartwalking

<u>Day of event and after:</u>

- I'm finally #Heartwalking today! You can still donate at link to participant page] #[localeventhashtag]

- I beat my fundraising goal for #[localeventhashtag]. THANK YOU! #Heartwalking #healthyforgood

- I walked to fight heart disease and today. Thank you to everyone who donated! #Heartwalking #[localeventhashtag] (add photo)