




Virtual Tucson Heart & Stroke Walk Social Media Guide

Quick Tips:

- Tag:  @AHAARizona |  @AHAARizona |  @AHAARizona
- Hashtag: Include **#TUCHeartWalk** on all posts!
- Fundraise: Include your individual donation link in all posts!
- Facebook: The action is happening on Facebook. 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!

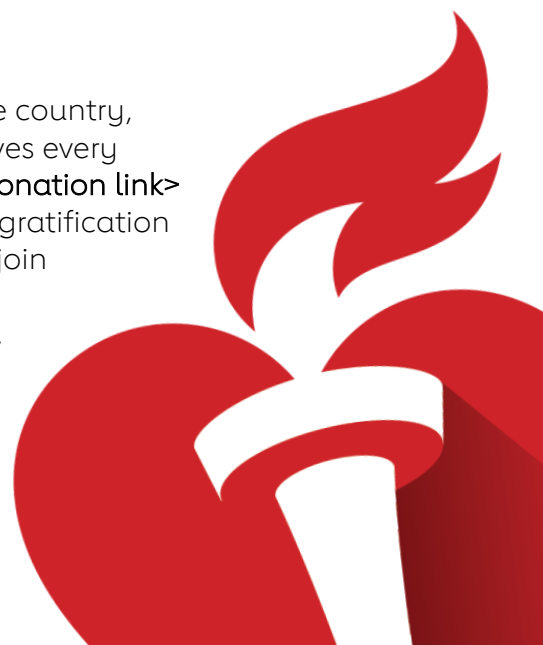
Suggested posts: Take a video of your sneakers on the move, show a furry friend joining in the walk, or share a photo of fun (and creative) ways you are getting active!

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>**
- What do I get when I give to the heart walk? Oh, just the gratification that my dollar is going to a real, beating heart. Will you join me? **<add donation link>**
- It's simple really – when you give to our local Heart Walk, it goes toward keeping hearts beating. Let's save lives together by giving. **<add donation link>**



For Heart Walk Coaches: Share a team collage!

Share what your team members are doing during the Virtual Heart Walk and how you came together to support the American Heart Association on social media. Offer to post photos for team members not on social media! Templates are created to add photos to and post on social media. Use Canva template (linked below) to create a collage of Heart Walk team members and their activities. If you don't have Canva or don't want to sign up for an account, use a (free!) collage app on your phone to put your team photos together!



Collage App Suggestions:



Photo Collage - Collageable
Collage Maker & Picture Editor
★★★★★ 135K



Layout from Instagram
Photo & Video
★★★★★ 53K



Collage Maker - LiveCollage
Photo Collage, Pic Collage, Crop
★★★★★ 16K

Gather photos by asking team members to send you photos via email or text, add the photos to the template by uploading directly to Canva or adding to your collage app. Once the collage is ready to go, download and post to social media – tag the local page, use the hashtag and make your post public on Facebook. Make sure to include your team's **donation link!**

Copy and paste this link into your internet to view the Canva template:

<https://bit.ly/hwteamcollage>.

