

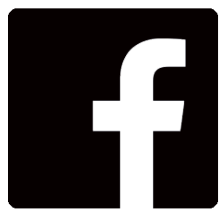


walk4ALZ[®]

SOCIAL MEDIA TOOLKIT

#walk4ALZ

FOLLOW US



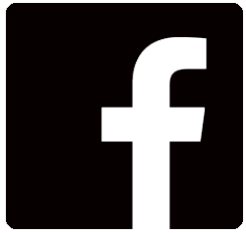
@AlzheimersLA



Click SIGN UP NOW at AlzheimersLA.org for news & updates delivered to your inbox



Open snapchat, scan the code



POST ON FACEBOOK

- Every step matters. Join us and **#walk4ALZ**. Sign up today & register your team at **AlzheimersLA.org/walk4alz**.
- Do good, feel good! Join us at **#walk4ALZ** and make a difference in our community. SIGN UP at **AlzheimersLA.org/walk4alz**.
- There are over 147,000 Angelenos living with Alzheimer's. Every step matters when you **#walk4ALZ**. Join us at **AlzheimersLA.org/walk4alz**.





POST ON INSTAGRAM

“Unless someone like you cares a whole awful lot,
nothing is going to get better. It’s not.”

#DrSuessquotes

There are over 147,000 **#Angelenos** living with
Alzheimer’s. Every step matters when you
#walk4ALZ. JOIN US at **AlzheimersLA.org/walk**.

HASHTAG IDEAS:

#AlzheimersLA #walk4ALZ #alztogether #beyondALZ
#endALZ #ALZsucks #supportlocal #everystepmatters
#showyourheart #caregiverlife #dogood #iwalk4





TWEET

#iwalk4 my _____! Who will you walk for? Let's make memories to honor theirs. SIGN UP up now at AlzheimersLA.org/walk & #walk4ALZ

There are over 147k people living with #Alzheimers in Los Angeles. Every step matters. #walk4ALZ AlzheimersLA.org/walk

100% of funds raised at #walk4ALZ supports local families affected by #Alzheimers & #dementia. Let's walk together: AlzheimersLA.org/walk

Do good, feel good! JOIN US & #walk4ALZ at AlzheimersLA.org/walk

REACH OUT TO YOUR NETWORK



- **FILM:** Share your story. Record a :30 :60 or :90 video — or go live — letting others know why you walk to raise awareness for Alzheimer's & dementia. Post on your YouTube, website & social media. Feel free to tag us!
- **SNAP:** Share a pic or video telling others why you **#walk4ALZ** on your Snap Story and tag us! Hint- While at the event, use the **#walk4ALZ** geofilter.
- **BLOG:** Write your **#iwalk4** story and share on your organization's blog or LinkedIn page. We suggest pieces run around 250 words and include photos, videos, and hyperlinks so people can learn more. Explain why the reader's support matters to your mission.

Get CREATIVE! There are no limits.

THANK YOUR DONORS & COMMUNITY

- Don't forget to thank your donors & your community for their support. Tag everyone with your attitude of gratitude!



LOGOS GRAPHICS & MORE

You can find Alzheimer's LA logos & pictures at:

[ALZHEIMERSLA.ORG/TOOLKIT](https://alzheimersla.org/toolkit)

For more info, contact our Program Content
& Social Media Manager:

ANGELA LANDIS | alandis@alzgla.org



Alzheimer's is TOUGH. Let's Face it TOGETHER.