

Alzheimer's LOS ANGELES

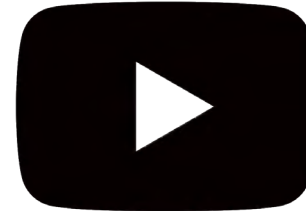
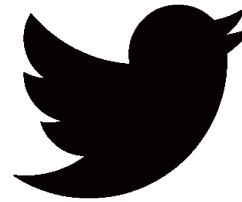
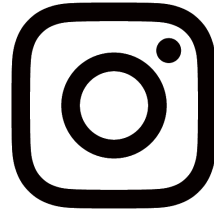
SOCIAL MEDIA TOOLKIT

#FacingALZ

Let's face it... together

Formerly known as Alzheimer's Association, California Southland Chapter

FOLLOW US



@AlzheimersLA



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



Open snapchat,
scan the code

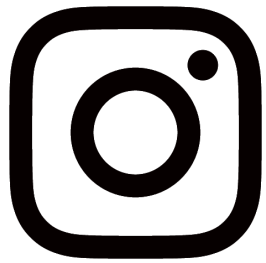
Spread the word! You can help raise awareness in this fight against Alzheimer's & dementia by liking, commenting & sharing our posts.



POST ON FACEBOOK

- Everyday, **@AlzheimersLA** delivers FREE programs, education & support to reduce the immense burden related to caring for someone with Alzheimer's or dementia. Until there's a cure, they provide the care. Visit AlzheimersLA.org or call 844.HELP.ALZ.
- Alzheimer's is tough, but you don't have to face it alone. **@AlzheimersLA** is with you until the only thing we forget is that the disease ever existed. Let's face it together. Learn about their FREE programs & services at AlzheimersLA.org or call 844.HELP.ALZ.
- Art therapy is a great way for those affected by Alzheimer's & dementia to communicate. Learn about arts4ALZ, Memories & Melodies, and other creative programs at AlzheimersLA.org or call 844.HELP.ALZ.
- Every step you take matters. Join us and **#walk4ALZ**. 100% of money raised stays local and supports those affected by Alzheimer's & dementia. SIGN UP at AlzheimersLA.org/walk4alz.
- My birthday is around the corner and this year, instead of gifts, I would appreciate if you could give me the best gift – a donation to help support Alzheimer's patients and their families. Please take a moment to check out my fundraiser benefitting **@AlzheimersLA**. Since I'm turning 25, I'm hoping to raise \$2,500. Can you help me out? Thank you! If you need help creating your fundraiser for ALZ please contact Jackie Alm at jalma@alzla.org or 323.930.6283.





POST ON INSTAGRAM

- “We make a living by what we get, we make a life by what we give.”
- **#Churchillquotes**. Join me and **#showyourheart** by donating to **@AlzheimersLA**. All money stays local and provides FREE support & services to those affected by **#alzheimers** & **#dementia**. Visit AlzheimersLA.org/donate or call 844.HELP.ALZ.
- In **#California** alone, there are over 1.5 million unpaid **#caregivers** providing almost 2 billion hours of care for those affected by **#Alzheimers** or another **#dementia**. **@AlzheimersLA** is there to help. Visit AlzheimersLA.org and learn about their FREE programs & services, or call 844.HELP.ALZ.

HASHTAG IDEAS:

#alzla #alztogther #beyondALZ #iwalk4 #endALZ
#Alzheimers #dementia #ALZsucks #walk4ALZ #dogood
#showyourheart #hope4ALZ #facingALZ #caregiverlife





TWEET

Every WED from 4:30 - 5:30PM PST, @AlzheimersLA hosts a #twitterchat discussing a variety of topics related to Alzheimer's & dementia. Use #beyondALZ to join the chat.

Giving - even a little - can mean an awful lot. 100% money donated to @AlzheimersLA stays local and provides FREE programs & services to those affected by #Alzheimers & #dementia. Visit AlzheimersLA.org/donate.

Help @AlzheimersLA improve the lives of those affected by #Alzheimers or #dementia
VOLUNTEER at
AlzheimersLA.org/get-involved
or call 844.HELP.ALZ.

Knowledge is power.
@AlzheimersLA provides a wide variety of FREE presentations & classes for caregivers, in multiple languages & locations. Visit AlzheimersLA.org/calendar or call 844.HELP.ALZ.

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 how you **#showyourheart** on your Snapchat Story and tag us!
- **BLOG:** Write your **#ALZtogether** 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.
- **EVENTS:** There are countless ways to raise money for Alzheimer's Los Angeles & provide hope4ALZ. Whether you want to raise money for your birthday, wedding, anniversary or simply to give back, we'd be happy to help. Contact Jackie Alm at jalm@alzla.org or 323.930.6283 to get started.

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 and pictures at:

ALZHEIMERSLA.ORG/TOOLKIT

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

ANGELA LANDIS | alandis@alzla.org



Until there's a cure, Alzheimer's LA provides the care.