

wellness4ALZ

SOCIAL MEDIA TOOLKIT

SOCIAL MEDIA TIPS & TRICKS

This toolkit will help expand your reach on social media and inform your network of your efforts to raise critical funds for families affected by Alzheimer's and other dementias. Read our social media tips & tricks below to get started!

Put Some LOVE into It

Share who you're doing this for or why you're participating. The more personal your story, the more likely your followers feel connected to your journey and are willing to support you. Don't forget to share how the money you raise directly supports the FREE care and support that Alzheimer's Los Angeles provides to local families.

Post Often and Include Photos/Videos

Post your fundraising link a couple of times each week with photos or videos, if you have them. There's so much traffic on social media nowadays that your posts are probably being buried by sponsored ads. Don't be afraid to post more than once! The more your network sees your effort, the more they'll understand how important this is for you.

Thank & Tag

People love being recognized for what they've done! Acknowledge their support by thanking them in a post. You can dedicate one weekly post to thank all your donors from that week. Tagging people and posting about your supporters will make other people want to support you too.

Get Creative

There are no limits on social media. If you have a blog, podcast, or website, utilize those platforms too. Take advantage of any platform that you have family, friends, or visitors on – you never know who and where supporters might come from. Look at the next two pages for prompts and sample posts that you can copy and edit.

JOIN ALZHEIMER'S LA IN SOCIAL MEDIA

Follow @AlzheimersLA and be sure to like, comment, and share our posts. We will try to follow back, share, and comment whenever you tag us. Always include your personal fundraising link in your posts and put it in your bio page so you can reference it there.



POST ON FACEBOOK

Get started promoting your journey by posting to Facebook. Here are some sample posts for you to use, and don't forget to include the link to your fundraising page in your posts!

“I am participating in @AlzheimersLA's #wellness4ALZ to raise critical awareness and funds for the FREE care and support they provide to the community. Please support me in this journey by joining my team or donating to my fundraising page. \$5 from everyone will help me reach my goals!”

“I have personally utilized @AlzheimersLA's FREE care and support and have been tremendously grateful. I don't know what I would have done without their help. Now, it's my turn to give back. Please support my #wellness4ALZ journey by donating to my page. Every dollar helps!”

“Help me make a difference in the lives of over 250,000 local individuals facing Alzheimer's or other dementias. I am participating in #wellness4ALZ for @AlzheimersLA, who provides FREE care and support to those facing Alzheimer's. Please consider donating to my #wellness4ALZ page or joining me in this challenge to support Alzheimer's LA.”

“Thank you to everyone who supported my #wellness4ALZ challenge this week! **[TAG YOUR SUPPORTERS HERE]**. If you want to be part of this amazing group, please donate to my page or join me and register for #wellness4ALZ!”



POST ON INSTAGRAM

First, include your fundraising link in your bio. When you post on your Instagram story or feed, you can just send your followers to your bio and supporters can easily find your fundraising link.

Instagram Feed

[INSERT YOUR STORY AND A PHOTO OF YOUR INSPIRATION]

“This is my mom and I'm her primary caregiver. It devastated our whole family when she was diagnosed with Alzheimer's 1 year ago. We didn't know what to do. That's when we turned

to @AlzheimersLA, who provided us the education and resources we need to keep going. I am taking on this #wellness4ALZ challenge in honor of Mom. Please support my journey by donating to my page. Link in my bio! #30daychallenge #healthandwellness #AlzheimersLA #Alzheimers #Caregiving #facingALZ #Mom”

[Insert a photo of your goal]

“I’m participating in #wellness4ALZ to help @AlzheimersLA raise critical funds and awareness. Please help me reach my goal and donate! Link in bio!”

Instagram Story Ideas

Go Live!

Tell everyone what your Spring Wellness Goals are and encourage people to donate in exchange for the opportunity to “challenge” you. For example, Mary can donate \$5 and challenge you to walk 10,000 steps today. Tag @alzheimersLA & #wellness4ALZ here too!

[Insert a photo of you and your donor, if you have one]

“Thank you @[insert donor’s handle] for supporting me in the #wellness4ALZ Challenge! Link in bio to support my fitness journey.”

GET CREATIVE & HAVE FUN!

Don’t forget: there are features like GIFs, stickers, and boomerangs to make your story fun and energetic!

[Insert a photo of you working on one of your #wellness4ALZ goals]

“Help me make a difference in the lives of over 250,000 individuals facing Alzheimer’s or other dementias in our community. Link to donate in my bio!”



TWEET ON TWITTER

“I’m participating in #wellness4ALZ with @AlzheimersLA Click the link to join me or donate . Every dollar helps and is appreciated. Thank you!#ALZLA #FacingALZ”

“@AlzheimersLA helps over 250,000 individuals living with Alzheimer’s or dementia by providing FREE care and support. They’ve helped me and my family so I want to give back in return. Link to donate is in my bio. RT to help me raise awareness! #Alzheimers #Dementia”

“For every \$100 donation I get, I will walk 10,000 steps! Click on the link to donate. Money raised directly funds @AlzheimersLA care and support, which are FREE to our community!”

“Thank you @[insert donor's handle] for supporting me in the #wellness4ALZ Challenge! If you'd like to help, DM me on how you can support.”

REMEMBER OUR MISSION

If asking for money feels uncomfortable to you, remind yourself why you chose to support Alzheimer's LA. People donate because they trust YOU and want to support an organization that you trust. Let them know that money raised with Alzheimer's LA directly funds the FREE care and support we provide to the local community.