

NEW  
LOCATION  
IN  
DOWNTOWN LA

Sunday  
Oct. 20th  
2019

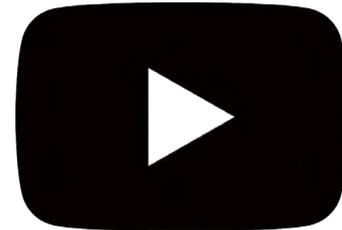
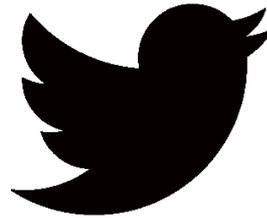
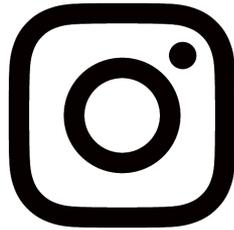
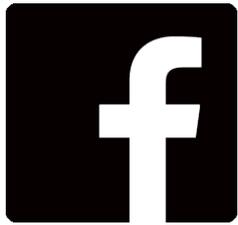


# walk4ALZ<sup>®</sup>

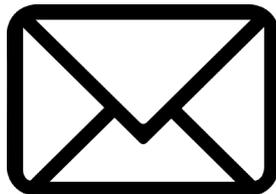
## SOCIAL MEDIA TOOLKIT

### #walk4ALZ

# FOLLOW US



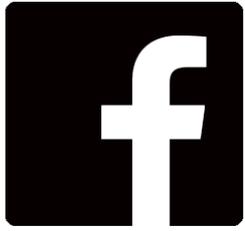
**@AlzheimersLA**



Click SIGN UP NOW at [AlzheimersLA.org](https://AlzheimersLA.org) for news & updates delivered to your inbox



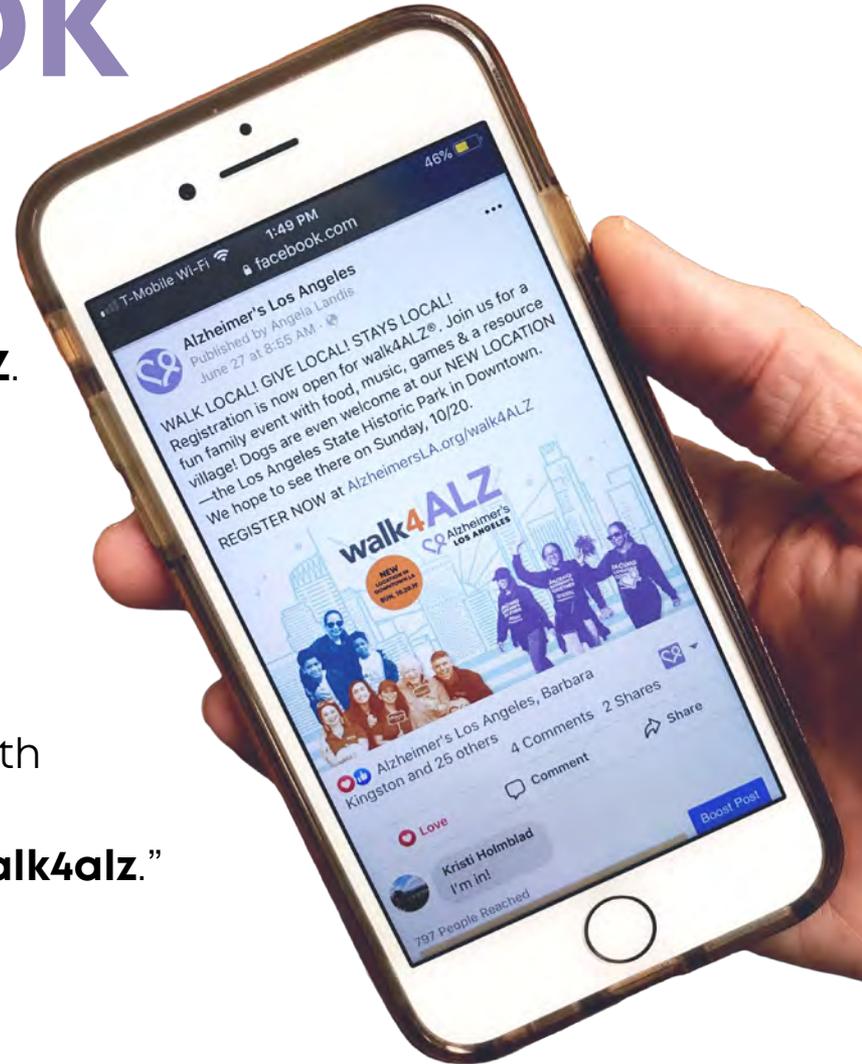
Open snapchat, scan the code

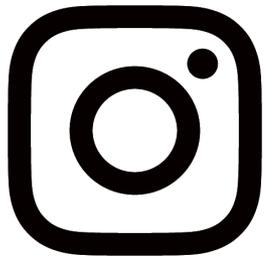


# POST ON FACEBOOK

Here are some sample posts  
to help get you started:

- “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

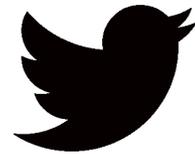
**Here are some sample posts to help get you started.  
Don't forget to include your fundraising link in your bio!**

- [post photo of you & your donor] “Thank you @[donor’s handle] for supporting my **#walk4ALZ** effort! Link in bio.”
- [post photo of you walking] “Help make a difference in the lives of those facing Alzheimer’s or another dementia in our community. Link to donate in my bio!”

## HASHTAG IDEAS:

#AlzheimersLA #walk4ALZ #ALZtogther #beyondALZ  
#facingALZ #iwalk4 #supportlocal #givelocal  
#everystepmatters #showyourheart #ALZsucks



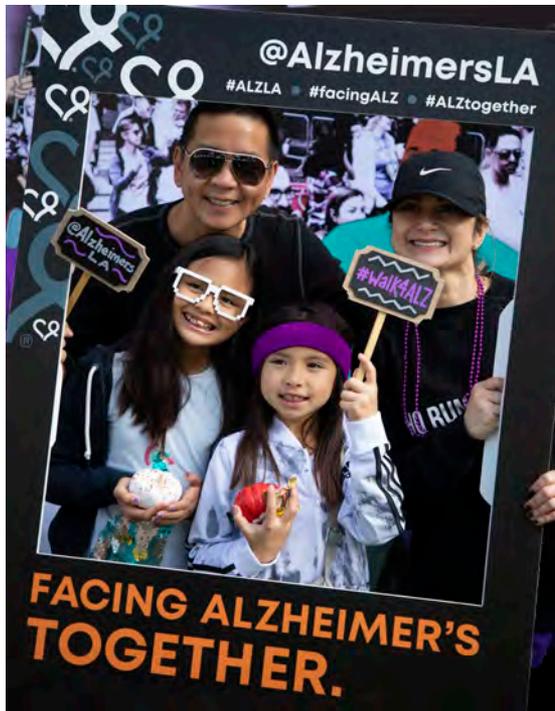


# TWEET

**Here are some sample tweets to help get you started:**

- “I’m participating in **#walk4ALZ** with **@AlzheimersLA**. Click the link to join me!”  
[insert personal fundraising link]
- “Thank you @[donor’s handle] for supporting my **#walk4ALZ** effort! Your support directly benefits thousands of individuals facing Alzheimer’s. If you’d like to donate, click the link.” [insert personal fundraising link]
- “Do good, feel good! JOIN ME and **#walk4ALZ** at **AlzheimersLA.org/walk4ALZ**.”
- “100% of funds raised at **#walk4ALZ** supports local families affected by **#Alzheimers** & **#dementia**. Let’s walk together: **AlzheimersLA.org/walk4ALZ**.”

# REACH OUT TO YOUR NETWORK



## PUT SOME LOVE INTO IT

The more personal your story, the more likely your followers will connect and support.

## POST OFTEN WITH PHOTOS & VIDEOS

Algorithms prioritize posts with photos and videos. The more your network sees your posts, the more chances they'll have to support. Be sure to include your fundraising link in posts.

## GET CREATIVE

There are no limits on social media. Whether you have a blog, podcast, website, or email contacts, utilize all your platforms!

# THANK YOUR DONORS & COMMUNITY

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



# WHO WILL YOU WALK FOR?



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

**ANGELA LANDIS | [alandis@alzla.org](mailto:alandis@alzla.org)**



Until there's a cure, we will provide the care.