



**walk4ALZ**<sup>®</sup>  
**GOES VIRTUAL**

# **SOCIAL MEDIA TOOLKIT**

## **#walk4ALZ**

**FOLLOW US @AlzheimersLA**

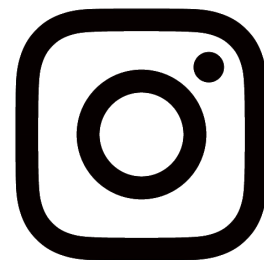




# POST ON FACEBOOK

## Sample posts to help get you started:

- “I **#walk4ALZ** in memory of my \_\_\_\_\_. Please support my efforts to raise awareness & funds for families like mine who are affected by Alzheimer’s or dementia. Share the message, donate, & join me!” [insert link to personal fundraising page]
- “Do good, feel good! Join us at **#walk4ALZ** and make a difference in your community. SIGN UP at **AlzheimersLA.org/walk4alz.**”
- “There are over 166,000 Angelenos living with Alzheimer’s. Every step counts when you **#walk4ALZ.** Join us at **AlzheimersLA.org/walk4alz.**”



# POST ON INSTAGRAM

**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] “Join me for **@AlzheimersLA #walk4ALZ**! I'm so excited to be a part of this wonderful cause & hope I can count on you for support to help families like mine, who are facing Alzheimer's! Link in bio.”
- I'm going to **#walk4ALZ** in honor of my Grandma! Help me reach my goal to raise awareness & funds - LINK IN BIO! Your support will help **@AlzheimersLA** continue providing services to families in need.

## HASHTAG IDEAS:

#AlzheimersLA #walk4ALZ #ALZtogether #beyondALZ  
#facingALZ #iwalk4 #supportlocal #givelocal #pawz4ALZ  
#everystepcounts #showyourheart #ALZsucks



# TWEET

**Sample tweets to help get you started:**

- “I’m participating in **#walk4ALZ** with **@AlzheimersLA** to honor my mom & raise money for **#Alzheimers** awareness. JOIN ME & make a difference!” [insert personal fundraising link]
- “Thank you @[donor’s handle] for supporting my **#walk4ALZ** effort! Your support directly benefits thousands of individuals facing Alzheimer’s. LEARN MORE about the cause: **AlzheimersLA.org/walk4ALZ.**”
- “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 and community for their support. Tag everyone with your attitude of gratitude!



# WHO WILL YOU WALK FOR?

For more info, contact:

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

For digital assets & the Alzheimer's Los Angeles toolkit,  
please visit **[AlzheimersLA.org/socialmedia](https://AlzheimersLA.org/socialmedia)**



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