Social Media Toolkit

Once you've registered and sent your first batch of emails out, it's time to turn to social media.

SHARE your participation on social media by asking your followers to support you by donating to your fundraiser or joining your team! One of the best strategies to use on Facebook, Instagram and Twitter is tagging and thanking people that have already donated while asking for new donations. This spreads your message further and lets the people you are asking know that people are already getting behind you.

Throughout the weekend, <u>grab your eBib</u> and SHARE photos or videos of yourself and/or your team using the hashtag #TSCstrong. When you're done, don't forget to print your <u>Finisher Certificate</u> and SHARE using #TSCstrong.

We've crafted some suggested Facebook, Instagram and Twitter posts for you on the next page, but the best ones are written by you. Be sure to share why this event and the TS Alliance are important to you and don't forget to include a photo/video and a link to your fundraising page. And, you can set your team link on Instagram by editing your profile as well. Here are some examples of posts from previous years:





I have spent the week feeling EXTREMELY blessed! We have the most amazing, and supportive family and friends. This year's TSC walk for a cure would not have been as successful as it was without them!! Our numbers almost doubled this year, and I can not wait to see what we do next year! #curets: #step4tsc



Arionne Nettles @ArionneNettles

Currently begging for money — but for a really good and personal cause. My son has a rare disease called #tuberoussclerosis. And on Saturday, we're joining other @tsalliance teams to raise money for a cure TeamJackson.us #Step4TSC



Jackson was just 3 months old the first time he had a seizure so hard the whole bed shook. I was scared, and i was stressed, and it took months for any doctor to even listen to me whe I said he was having seizures. I was told that I "didn't know what a seizure way," and it took m years to get Jackson the treatment he needed.

One of the reasons we walk every year besides showing solidarity with other families with the same battles — is to help find a cures that other families wort have to go through it. So, we're raising money to help fund the research that would not just help people like Jackson, but could be the key to cures for over a dozen other linesses.

Please help us by donating any amount at TeamJackson.us 💗

Sample Posts

Facebook:

- 1. Supporting the TS Alliance is important to me! I just registered for the Step Forward to Cure TSC® Virtual Walk-Run-Ride event to support TSC research and community support that has been important to me and my family. Will you donate to my campaign or join my team? #TSCstrong (w/link to page)
- TSC is a devastating disease that affects (me/someone I love). It is also the leading genetic cause of autism and epilepsy. You can inspire hope in all those affected. Will you donate to my campaign or join my team?
 #TSCstrong (w/link to page)

Twitter:

- I just registered for the Step Forward to Cure TSC® Virtual Walk-Run-Ride where donations support critical TSC research that will lead to new treatments. Will you donate to my campaign or join my team? #TSCstrong

 *o*tsalliance (w/link to page)
- 2. TSC devastates families. I am participating in the Step Forward to Cure TSC® Virtual Walk-Run-Ride to support TSC research and community support that has been important to me and my family. Every dollar I raise goes directly to research. Please donate or join my team! #TSCstrong @tsalliance (w/link to page)

Instagram:

- 1. LINK IN BIO! Supporting the @tsalliance is important to me! I just registered for the Step Forward to Cure TSC® Virtual Walk-Run-Ride event to support TSC research and community support that has been important to me and my family. Will you donate to my campaign or join my team? Learn more at the link in my bio! #TSCstrong
- 2. LINK IN BIO! TSC is a devastating disease that affects (me/someone I love). It is also the leading genetic cause of autism and epilepsy. You can inspire hope in all those affected today by supporting @tsalliance. Will you donate to my campaign or join my team? Learn more at the link in my bio! #TSCstrong

Posting Timeline & Hashtags, Tags & Links



Please use the following hashtags, tags, and link in your posts:

Hashtag	Tags	Link(s)
#TSCstrong	FACEBOOK: @tsalliance INSTAGRAM: @tsalliance TWITTER: @tsalliance	www.StepForwardToCureTSC.org (or the URL from your fundraising page)