

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, [grab your eBib](#) 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 [Finisher Certificate](#) 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:



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)
2. 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:

1. 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 @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

Now - July 10



Announce Participation In Campaign

July 11 - 23



Share Progress and Encourage Followers to Join / Donate

July 24 - 30



Share Why you are Participating/What the TS Alliance means to you

August 1 - 13



Share Progress and Encourage Followers to Join / Donate

August 14 - 23



Last Chance to Support/ Help me reach my goal!

August 24 - 30



Thank You to Supporters

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 <i>(or the URL from your fundraising page)</i>