

Social Media Toolkit

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

One of the best strategies to use on both Facebook and Twitter is tagging and thanking people that have already donated while you are asking for new donations. This spreads your message further and lets the people you are asking know that people are already getting behind you.

We've crafted some suggested Facebook and Twitter posts for you, but the best ones are written by you. Don't forget to include a photo and a link to your fundraising page. And, you can embed the link into your Instagram profile as well.

Facebook:

1. Supporting 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? (w/link to page)
2. TSC is a devastating disease. XXX epilepsy, autism ... Will you donate to my campaign or join my team? (w/link to page)
3. Research is the only way to put an end to TSC. I just registered for the Step Forward to Cure TSC® Virtual Walk-Run-Ride event to help make that happen. Your donation provides critical funds for targeted research to accelerate momentum to bring about additional treatments for the TSC community. Will you donate to my campaign or join my team? (w/link to page)

Twitter:

1. I just registered for the Step Forward to Cure TSC® Virtual Walk-Run-Ride where 100% of every donation goes directly to research. Will you donate to my campaign or join my team? @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! @TSAlliance (w/link to page)
3. I am walking to help put an end to TSC. I just registered for the Step Forward to Cure TSC® Virtual Walk-Run-Ride. Will you donate to my campaign or join my team? @TSAlliance (w/link to page)

Instagram:

STEP
FORWARD
TO CURE
TUBEROUS SCLEROSIS
COMPLEX

SAMPLE POSTING TIMELINE

clerosis Alliance

Now – Feb 28

Announce Participation In Campaign

March 1 – May 15

Share Progress and Encourage Followers to Join/ Donate

May 15

Share Participation for **TSC Global Awareness Day**

May 3 – May 15

Share Progress and Encourage Followers to Join/ Donate

May 10 – May 15

Last Chance to Support

May 17 – May 31

Thank You to Supporters

**STEP
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COMPLEX