



# GET SOCIAL FOR #Walk2EndAlz

## Tell your story.

Social media makes it easy to let the world know you're committed to the fight against Alzheimer's. Share why you're walking to inspire others to join your team and donate toward your fundraising goal.

## Time it right.

Once you're registered as a participant, get the word out by sharing your personal participant page through Facebook, Twitter, LinkedIn and Instagram. Use social media to update friends and family on your fundraising progress, share photos from Walk day and thank donors for their support.

## Add hashtags.

Hashtags make it easy for the entire social community to rally around a cause. Use #Walk2EndAlz and #ENDALZ in your posts and with your photos to create awareness of your participation. Search these hashtags to join a larger conversation with other participants and the Alzheimer's community.



facebook.com/alzwalk



@alzassociation



@alzassociation

## Easy tips:

- **Download our Facebook app.**  
Schedule your posts leading up to the event, use a Walk cover photo, share your fundraising progress and more with this easy-to-use app available in your Participant Center..
- **Tweet for support.**  
Tweet your personal URL and ask others to "Donate now," "Join my team" or "Share this!" Make sure to include the hashtags #ENDALZ and #Walk2EndAlz.
- **Tap into your professional network.**  
Share your reason for participating in Walk to End Alzheimer's on LinkedIn. Ask contacts and colleagues to join or support your team.
- **Show and tell.**  
Use Instagram to tell your story — your reason to end Alzheimer's — with a photo. Don't forget to use hashtags #ENDALZ and #Walk2EndAlz.
- **Thank your supporters.**  
Thank your donors publicly using social media. Include a link to your Walk participant page in your message so others can donate.
- **Follow us.**  
Follow Walk to End Alzheimer's on Facebook ([facebook.com/alzwalk](https://facebook.com/alzwalk)) and the Alzheimer's Association on Twitter and Instagram ([@alzassociation](https://twitter.com/alzassociation)) to get the latest event news, read about fellow participants and enter giveaways.
- **Check in on Walk day.**  
Use Facebook to share your Walk-day experience and inspire last-minute donations.

## Sample Posts

Not sure where to start? Raising awareness and funds through social media is as easy as copying and pasting the messages below. Don't forget to add a link to your personal fundraising page and to upload photos that tell your story.

### Facebook/LinkedIn/Instagram

- I Walk to End Alzheimer's for the more than 5 million Americans living with the disease. Follow my footsteps and join my team today! [Link to personal Walk page] #ENDALZ #Walk2EndAlz
- I'm walking to end Alzheimer's for my [grandma, grandpa, brother, sister, the future]. Please donate to my team today. Together we can end Alzheimer's! #ENDALZ #Walk2EndAlz [Link to your Walk page and upload photo of the person you're walking for]
- We're walking to end Alzheimer's on [date]. Join [team name] or donate to help us fight Alzheimer's. [Link to personal Walk page] #ENDALZ #Walk2EndAlz
- I'm at [insert percentage] of my fundraising goal for Walk to End Alzheimer's! Please donate and help me reach 100 percent. [Link to personal Walk page] #ENDALZ #Walk2EndAlz
- I beat my fundraising goal for Walk to End Alzheimer's! THANK YOU. Alzheimer's disease is all around us, but the power to stop it is within us. #ENDALZ #Walk2EndAlz [Include photo from Walk]
- I walked to end Alzheimer's today! Thank you to everyone who donated and cheered me on. Together we can end Alzheimer's. #ENDALZ #Walk2EndAlz [Include photo from Walk]

### Twitter

- 5 million+ Americans are living with Alzheimer's. This is why I #Walk2EndAlz. Join my team! #ENDALZ [Link to personal Walk page + photo of who you are walking with or for]
- I'm walking to end Alzheimer's for my [grandma, grandpa, brother, sister, the future]. Donate 2 [team name] & help #ENDALZ [Add photo of the person you are walking for and link to your Walk page]
- We're participating in #Walk2EndAlz on [date]. Join our team or donate 2 help #ENDALZ. [Link to personal Walk page + photo of who you are walking with or for]
- I'm at [insert percentage] of my fundraising goal for #Walk2EndAlz! Please donate & help me reach 100% [Link to personal Walk page + photo of who you are walking with or for] #ENDALZ
- I beat my fundraising goal for Walk to End Alzheimer's! THANK YOU. Together we can #ENDALZ. #Walk2EndAlz [Add photo from Walk]
- I'm at #Walk2EndAlz, walking for my [grandma, grandpa, brother, sister, the future]! You can still donate toward my fundraising goal. Help #ENDALZ! [Link to personal Walk page + photo of you at Walk]
- I walked to end Alzheimer's today! Thank you to everyone who donated. [Add photo from Walk] #ENDALZ #Walk2EndAlz