

SOCIAL MEDIA GUIDE



FACEBOOK

- Be sure to tag [@SickKids Foundation](#) in your posts where possible (our name should pop up as you write, which you should then highlight to have us tagged) as we can comment and like the post.
- Upload photos, videos, and progress posts to keep your network involved as you reach new fitness and fundraising goals.

SUGGESTED FACEBOOK POSTS:

- I am sprinting towards the finish line in support of [@SickKidsFoundation](#). Contribute to my fundraising campaign to join me in the fight for children's health. [#SickKidsWarriors](#)
- I've been training hard to take on the greatest challenges in child health. Support [@SickKidsFoundation](#) and help me reach my goal.



TWITTER

- Be sure to tag our handle [@SickKidsFoundation](#) and use the hashtag [#SickKidsEvent](#) to help define yourself as a member of the SickKids community. We will keep an eye out for you and retweet when we can to help spread your event message even further.
- For Twitter best practices and a full guide to Twitter lingo, please visit the [Twitter for Business Guide](#).

SUGGESTED TWITTER POST:

- It takes a team to fight the greatest challenges in child health. Join my fundraising campaign in support of [@SickKidsFoundation](#) and make a big difference for little kids. [#SickKidsWarriors](#).



YOUTUBE

- As the largest video-sharing site in the world, YouTube allows you to view, share and interact with originally-produced content. Be sure to visit the SickKids Foundation YouTube channel.
- Be sure to tag your videos with relevant keywords such as "SickKids, SickKids Foundation, SickKids Hospital Event".



INSTAGRAM

- You can share all your fitness journey photos on this photo sharing and organizing website.
- Be sure to include your fundraising page link in your Instagram bio and tag your photos with [@SickKidsVS](#).

SUGGESTED INSTAGRAM POSTS:

- Our [#SickKidsWarriors](#) team is [#SquadGoals](#) when it comes to winning the greatest challenges in child health. Support [@SickKidsVS](#) and change the future for sick kids.
- I'm never giving up when it comes to the fight against the greatest challenges in child health. Join our winning [#SickKidsWarriors](#) team by supporting [@SickKidsVS](#).

