5K Social Media Toolkit

It’s been over two decades since the attacks on 9/11. As memory turns to history, the 9/11 Memorial & Museum does the essential work of reminding us of the legacy of that day and educating future generations so we never forget. On Sunday, April 24, 2022, the 10th annual 9/11 Memorial & Museum 5K Run/Walk will take place to support these efforts. This social media toolkit contains sample posts, graphics, and hashtags you can use to recruit team members and amplify fundraising efforts.

Sample social posts

Twitter

So happy the #911Memorial5K presented by @RXR_Realty is back in person this year! I’ll be [running/walking] on April 24 in support of the @Sept11Memorial. Join my team and help us ensure future generations #NeverForget911: [link].

For young people, the legacy of 9/11 is learned rather than remembered. The @Sept11Memorial teaches us the lessons learned that day and its ongoing impact. On April 24, I’ll be [running/walking] in the #911Memorial5K to raise $XXX for this cause. Help me reach my goal! [link]

It’s been over 20 years since 9/11—a day that changed the world. On April 24, I’ll be [running/walking] in the #911Memorial5K to raise money for the @Sept11Memorial. Join me in supporting efforts to educate future generations about the attacks that shaped their world: [link].

Like many others, I vividly remember the attacks on 9/11 but for young people, it’s a part of history. To ensure future generations #NeverForget911, I’m [running/walking] in the #911Memorial5K presented by @RXR_Realty on April 24 to raise $XXX. Help me reach my goal! [link].

The @Sept11Memorial does the important work of ensuring future generation #NeverForget911. To support these efforts, I’m [running/walking] in the #911Memorial5K presented by @RXR_Realty on April 24. Join my team or help me reach my goal to raise $XXX (or both!): [link].

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The @Sept11Memorial tells the stories of the victims and educates future generations about the ongoing impact of that day. On April 24, I’m [running/walking] in the #911Memorial5K in support of these efforts. Help me reach my goal of raising $XXX—every dollar counts! [link].

Twenty years after 9/11, as memory turns to history, the @Sept11Memorial does the essential work of ensuring we #NeverForget911. On April 24, I’ll be supporting their efforts by [running/walking] in the #911Memorial5K presented by @RXR_Realty. Join my team or donate: [link].

The @Sept11Memorial supports the brave first responders who ran toward danger to help others on 9/11. To honor these men and women, I’m [running/walking] in the #911Memorial5K presented by @RXR_Realty on April 24. Join my team or donate—every dollar counts! [link]
First responders brave dangerous situations and help keep us safe. On April 24, I’ll be [running/walking] in the #911Memorial5K presented by @RXR_Realty to honor the men and women who risk their lives in service of others. Donate to this important cause: [link].

Our first responders risk their lives to help others and keep us safe. On April 24, I’ll be [running/walking] in the @Sept11Memorial #911Memorial5K presented by @RXR_Realty to honor these brave men and women. Join my team or donate (or both!): [link].

On 9/11, thousands of first responders risked their lives to help others. In honor of these brave men and women, I’ll be [running/walking] in the #911Memorial5K presented by @RXR_Realty on April 24. Join my team or donate to this important cause: [link].

FACEBOOK
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INSTAGRAM

So happy the #911Memorial5K presented by @rxr_realty is back in person this year! I'll be [running/walking] on April 24 in support of the @911Memorial. Join my team and help us ensure future generations #NeverForget911: [link].

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Hashtags
#911Memorial; #911Museum; #NeverForget911; #911Memorial5K

Tags
Twitter: @Sept11Memorial
Facebook: @911Memorial
Instagram: @911Memorial

Best Practices
Twitter
• Be clear and concise. With only 284 characters at your disposal, it is important to choose your words carefully to ensure your message and call-to-action is clear to your audience.
• Use graphics and images to accompany your posts. We have provided some sample posts and graphics for you to use or you can create your own.
• Use hashtags as appropriate.
• Post often (preferably daily).
• Create Twitter polls to garner engagement (“I’ll be walking in the #911Memorial5K. Are you a runner or walker?”)
• Ask your followers to RT your content to increase reach.
• RT/Like content pushed out by the 9/11 Memorial & Museum (@Sept11Memorial).

Facebook
• Keep posts short and sweet. Make sure your call-to-action is clear and include a link.
• Use graphics and images to accompany your posts. We have provided some sample posts and graphics for you to use or you can create your own.
• Use hashtags as appropriate.
• Post on a regular basis.
• Conduct Facebook surveys for more engagement.
• Do a Facebook Live talking about your personal connection to 9/11 and why you’re participating.
• Thank each individual for their donation.
• Share/Like content pushed out by the 9/11 Memorial & Museum (@911Memorial).

**Instagram**

• Keep posts short and sweet. Make sure your call-to-action is clear and include a link.
• Use compelling graphics and images. We have provided some sample posts and graphics for you to use or you can create your own.
• Use hashtags as appropriate but try to use at least three. You can add hashtags at the end of your copy if it doesn’t fit organically within the post.
• Post on your Stories and include your donation link within. Share Stories to Facebook as well to maximize reach.
• Use Instagram Live to talk about your personal connection to 9/11 and why you’re participating.
• Thank each individual for their donation.
• Share/Like content pushed out by the 9/11 Memorial & Museum (@911Memorial).

**Twitter**
You can find these images in separate folders for you to download and use.