



# SOCIAL MEDIA TOOLKIT

---

## IDEAS TO MAXIMIZE YOUR IMPACT

Social media is a great tool to invite your friends, family, co-workers and others to join a community united with a common goal – helping people in Orange County affected by Alzheimer's diseases or other types of dementia or memory loss.

### REMEMBER TO

- Follow us on Facebook, Instagram, X (formerly Twitter), LinkedIn
  - Facebook - [www.facebook.com/walk4alzoc](http://www.facebook.com/walk4alzoc)
  - Instagram - [@alzorangepcounty](https://www.instagram.com/alzorangepcounty)
  - X (formerly Twitter) - [@ocalzheimers](https://twitter.com/ocalzheimers)
  - LinkedIn - [www.linkedin.com/company/alzoc/](http://www.linkedin.com/company/alzoc/)
- Tag us and use the hashtag #Walk4ALZ
- Be creative and have fun with it

### What to share

Here are just a few ideas on what you could share to invite others.

- Share your favorite walk memories or photos
- Reason why you walk or who you walk for
- Your fundraising goal and your progress
- Invite others to sign up
- Ask people to join your team
- Post a photo of yourself with your walk gear from this or past walk years



# SOCIAL MEDIA TOOLKIT

---

## EXAMPLE POSTS

### JOIN MY TEAM

Hey friends! Exciting news – I'm lacing up for Walk4ALZ to make a difference in the fight against Alzheimer's disease! ❤️ Sign up and join my team, [insert team name]. Visit [www.alzoc.org/walk](http://www.alzoc.org/walk) to register.

Your participation helps provide care, support and hope for the 164,000+ people in Orange County affected by memory loss. Every step counts! #Walk4ALZOC

### HELP ME REACH MY GOAL

Hi everyone! I've taken on the challenge to raise [insert \$ goal amount] for Walk4ALZ, and I need your support! Every dollar raised stays in Orange County to deliver critical community services, care and support to help those affected by Alzheimer's disease or other types of dementia.

Visit the link below to join my fundraising journey and be part of making a difference today! [insert URL to walker/team page or [www.alzoc.org/walk](http://www.alzoc.org/walk)] #Walk4ALZ

### WHY I WALK

Every step has a story. This year, I'm walking at Walk4ALZ to honor [or in memory of] [insert Name]. ❤️ Join me in making a difference for those we love and for countless others affected by dementia so they can get the support they need. Until there's a cure, let's turn each step into hope!

Visit [www.alzoc.org/walk](http://www.alzoc.org/walk) to sign up, join a team or make a donation. #Walk4ALZ

### GRAPHICS

Use your own photos or use some of the [Walk4ALZ graphics or photos here.](#)