

5K Social Media Toolkit

Thank you for being part of the 11th annual 9/11 Memorial & Museum 5K Run/Walk, presented by RXR, on **Sunday, April 30!** Each year, the funds raised by our participants play a critical role in supporting our mission: preserving the lessons and legacy of 9/11 and educating future generations so we never forget. To help you recruit team members and amplify your fundraising efforts for the greatest possible impact, we put together a social media tool kit containing sample social media posts and hashtags and graphics (**see images under “Resources”**) you can use to build support. Whenever you post, be sure to include a link to your fundraising page! Feel free to personalize these with your own voice and stories - and to go beyond text, using Instagram Reels and TikTok.

Hashtags

#NeverForget911; #911Memorial5K

Tags

Twitter: @Sept11Memorial; @OneRXR

Facebook: @911Memorial; @OneRXR

Instagram: @911Memorial; @One_RXR

Best Practices

Twitter

- Be clear and concise. With only 280 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/Instagram

- 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 or Instagram 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).

Sample Social Posts

TWITTER

- It's been over two decades since 9/11—a day that changed the world forever. On April 30, I'll be [running/ walking] in the #911Memorial5K to raise money for the @Sept11Memorial. Join me in supporting efforts to educate a new generation about the attacks and how we responded: [link].
- Like so many, I vividly remember the attacks on 9/11/01. But for young people, it's history. To ensure future generations #NeverForget911, I'm [running/walking] in the #911Memorial5K (presented by @OneRXR) on April 30 to raise \$XXX for the #911Museum and #911Memorial. Help me reach my goal! [link]
- The @Sept11Memorial ensures future generations #NeverForget911 by continuing to educate young people of all ages. To support these efforts, I'm [running/walking] in the #911Memorial5K on April 30. Join my team or help me reach my goal to raise \$XXX (or both!): [link].
- More than 21 years after 9/11, as memory becomes history, the @Sept11Memorial continues the essential work of ensuring we #NeverForget911. On April 30, I'll be supporting their efforts by [running/ walking] in the #911Memorial5K presented by @OneRXR. Join my team or donate: [link].
- On 9/11, our first responders risked their lives to help others and keep us safe. On April 30, I'll be [running/ walking] in the @Sept11Memorial #911Memorial5K presented by @OneRXR, which follows the route those brave men and women took to access Ground Zero after the attacks. Help me honor these brave men and women who ran toward danger on 9/11 by joining my team or donating (or both!): [link].

FACEBOOK/INSTAGRAM

- It's been more than two decades since 9/11—a day that changed the world forever. The @911Memorial tells the stories of the victims and educates a new generation about the ongoing impact of that day. On April 30, I'll be [running/ walking] in the #911Memorial5K to raise money for the #911Museum so it can continue its mission to #NeverForget911 and keep the #911Memorial free for all to visit. Join me in supporting efforts to educate future generations about the attacks that changed history: [link].
- Like so many, I vividly remember the attacks on 9/11/01. But for younger people, it's history. To ensure the @911Memorial can continue to educate future generations so we #NeverForget911, I'm [running/walking] in the #911Memorial5K (presented by @OneRXR) on April 30 to raise \$XXX for the #911Museum and #911Memorial. Help me reach my goal by donating today! [link]
- The #911Memorial5K ensures the #911Museum can continue to educate the hundred million young people born after 9/11 and that the #911Memorial remains free for all to visit. On April 30, I'll be [running/ walking] in the @911Memorial 5K presented by @OneRXR to ensure future generations #NeverForget911. Join my team or donate (or both!): [link].
- More than 21 years after 9/11, as memory turns to history, the @911Memorial continues the essential work of ensuring we #NeverForget911. On April 30, I'll be supporting their efforts by [running/ walking] the same route first responders took after the attacks in the #911Memorial5K presented by @OneRXR. All money raised helps the #911Museum educate future generations and ensures the #911Memorial remains free for all to visit. Join my team or donate: [link].
- On 9/11, first responders risk their lives to help others and keep us safe. On April 30, I'll be [running/ walking] the same route many of them took to reach Ground Zero in the #911Memorial5K presented by @OneRXR to honor these brave men and women who ran toward danger on 9/11. Join my team or donate (or both!): [link].