

2025 SOCIAL MEDIA TOOLKIT



Thank you for being part of the 13th Annual 9/11 Memorial & Museum 5K Run/Walk, presented by RXR, on Sunday, April 27!

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've put together a toolkit containing sample social media posts and hashtags (see below) and graphics (see separate folder) 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 - go beyond text, using Instagram Reels and TikTok.

9/11
MEMORIAL
& MUSEUM
5K RUNWALK

PRESENTED BY

RXR

SOCIAL MEDIA TOOLKIT



Name
@handle

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 27. Join my team or help me reach my goal to raise \$XXX (or both!): [link].

7:35 PM · March 4, 2025



Name
@handle

It's been over two decades since 9/11—a day that changed the world forever. On April 27, 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].

7:35 PM · March 4, 2025



Name
@handle

Like so many, I vividly remember the attacks on 9/11. But for young people, it's history. To ensure future generations #NeverForget911, I'm [running/walking] in the #911Memorial5K (presented by @OneRXR) on April 27 to raise \$XXX for the #911Museum and #911Memorial. Help me reach my goal! [link].

7:35 PM · March 4, 2025



Name
@handle

More than 23 years after 9/11, as memory becomes history, the @Sept11Memorial continues the essential work of ensuring we #NeverForget911. On April 27, I'll be supporting their efforts by [running/ walking] in the #911Memorial5K presented by @OneRXR. Join my team or donate: [link].

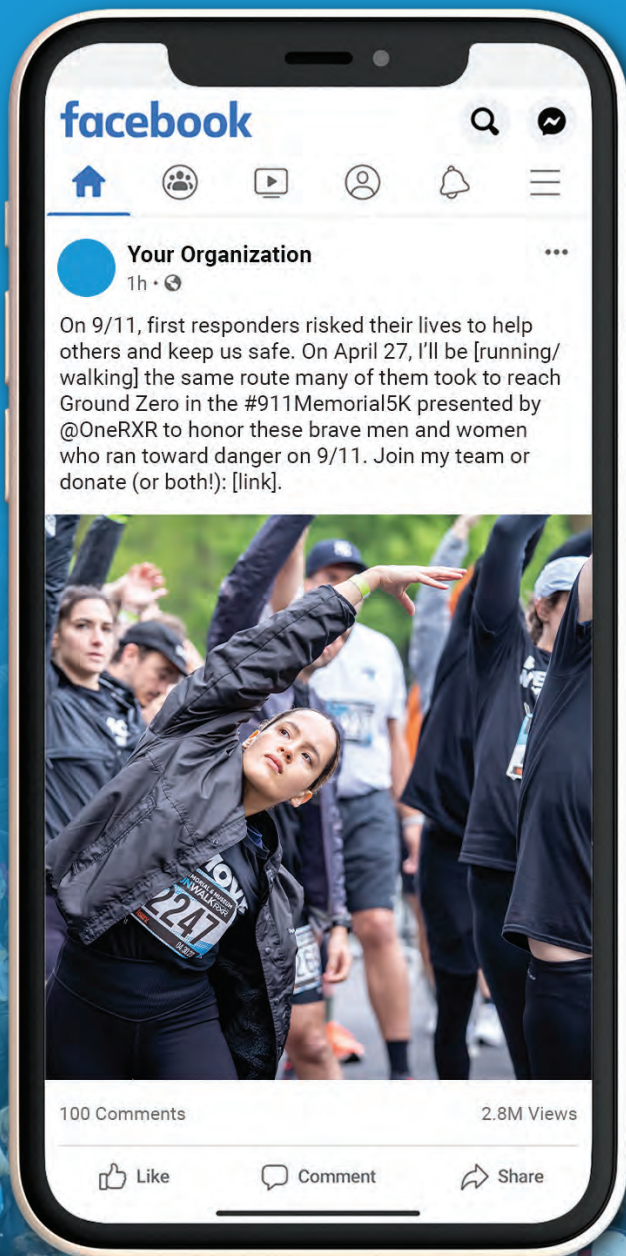
7:35 PM · March 4, 2025



SOCIAL MEDIA TOOLKIT



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HASHTAGS

#NeverForget911; #911Memorial5K

TAGS

X: @Sept11Memorial; @OneRXR

Facebook: @911Memorial; @OneRXR

Instagram: @911Memorial; @One_RXR

BEST PRACTICES

X

- 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. [Click here for Sample Graphics](#)
- Use hashtags as appropriate.
- Post often
- Create X 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. [Click here for Sample Graphics](#)
- Use hashtags as appropriate.
- Post on a regular basis.
- Conduct Facebook surveys for more engagement.
- Do a Facebook or Instagram Live sharing 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).