



## WALK TO END LUPUS NOW SOCIAL MEDIA TIPS

Social media can be fun! We laugh at funny memes, tear up at inspirational stories, and learn that not everything posted to the Internet is true. Use your social media profiles for good before the walk with the following tips: share – influence – hashtag.

Remember: social media can only go so far. Emails, in-person asks, and phone calls pack a lot of punch as well. Post wisely, and never post too much that you lose followers.

### 1. SHARE

- Share what is meaningful to you and tell people why- and ALWAYS use a picture!
- Interested in research? Team stories? Lupus facts? Consider what you want to share and try to tie it back to your mission as a team captain.
  - You can always peruse the Chapter’s social media pages and share our posts
- Tell me a story!
  - From the [Georgetown Digital Persuasion Study](#): Which of the following reasons best describes why you chose to take further action — beyond supporting the charity or cause on social media? “I read a story on social media that made me want to do more” was the number one answer
  - More text is not necessarily bad- we all read those lengthy Humans of New York stories! Tell your story honestly and people will want to read it.

#### **Challenge: Which post would you rather donate to?**

- “Join me at the Walk to End Lupus Now!” <NO PICTURE>
- <SHARING A RESEARCH STORY FROM NATIONAL> “This may look like a tedious research story to you, but to me, it’s hope. It’s the future of lupus. I am walking at the Walk to End Lupus now for the over 50,000 people affected by lupus in the tri-state area. Join my team and help me envision a future without this cruel disease. <PIC OF TEAM LAST YEAR>

### 2. INFLUENCE

- Influencers are all the rage!
- But maybe you don’t have Facebook, or you have only 5 followers on Instagram. You can ask your team members to help you out by posting on their accounts. Influencers don’t have to be aspiring models!
  - Say you have a friend joining you at the walk who is very active on social media with 400+ followers and loves to post content. Ask your friend to post about the Walk to End Lupus Now, or make your own post and ask them to share it with a comment of their own.
- From the [Georgetown Digital Persuasion Study](#): “Among respondents who support causes online, 65 percent first hear about causes from friends or family they follow on social media. The next closest information sources for online supporters are online news sites and friends and family in person (tied at 28%).”

### 3. HASHTAG

- Here are the days of the week in social media land:
- #MotivationMonday
  - Motivate your followers with your story!
- #ManCrushMonday
  - Is there a man in your life that helps you prepare for the walk each year? Thank him! Maybe you are that man and want to shoutout yourself. Be your biggest crush!
- #TransformationTuesday
  - Big in the chronic illness community! Show followers that your flare never disrupts your flair!
- #WellnessWednesday
  - Great if you're preparing for the 4k walk. We could all use more fitspiration on the Internet!
- #WomanCrushWednesday
  - Your #WCW could be all the ladies living with lupus who encourage you at the walk! Or maybe your mom or sister has lupus and you want to highlight them.
- #ThrowbackThursday
  - Everyone's favorite hashtag! Dig up those old walk photos and share!
- #FlashbackFriday
  - More vintage Walk to End Lupus Now photos for everyone!
- #FactFriday
  - Share a fact about lupus- people know you're participating, but why? What is the impact of lupus?
- #ShoutoutSaturday
  - Shoutout your team, your rheumatologist, your favorite walk friends!
- #SelfieSunday
  - We're all big fans of selfies, so put on your purple and smile.
- #SundayFunday
  - The walk is on a Sunday- countdown until the ultimate funday!

If your profile is public, people can find your posts if they follow the popular hashtags. Make sure to tag #WalkToEndLupusNow and #LupusTriState as well!

I hope these tips help you in your posts. If you think you're a lousy writer, you will be surprised how easy it is to write your story down. People respond well to vulnerability, especially on social media, where everything is smoke and mirrors. Use your voice and be proud of it!

*"Giving social love is one of easiest, yet overlooked engagement opportunities for community building."*