



★ Sample Social Media Posts

Helpful Hints:

- Post for yourself, *or on behalf of someone else!** Spread the word!
- Twitter messages must not exceed 280 characters.
- Posts that include photos/images get more attention.
- Encourage interaction. Ask questions in your posts. Don't always be talking *AT* your audience.
- Be sure to thank donors via social media as donations come in. It's a nice way to acknowledge the donor, but also remind others that they haven't donated yet.

Simply customize the **highlighted** sections with your event details/personal info and then cut and paste into your social media outlets!



Be sure to include a great photo with your posts!

Pre-Event:

Facebook:

I'm excited! I just registered for the APDA Optimism Walk in **(city)** to help fight Parkinson's disease! Please join me for an exciting and inspiring day – register today and let's start fundraising! The more we raise, the more people with PD we can help! **(insert link to registration page)**

** Here's an example of how you can revise this to be on behalf of someone else:*

*I'm excited! My mom just registered for the APDA Optimism Walk in **(city)** to help fight Parkinson's disease! Please join her for an exciting and inspiring day – register today and start fundraising! Or make a donation to my mom's fundraising efforts! The more she raises, the more people with PD we can help! **(insert link to mom's registration page)***

Twitter:

I just registered for **(city's)** APDA Optimism Walk on **(event date)**. Your support will help people impacted by Parkinson's live life to the fullest. **(include link to your donation page)** #PDoptimism #apdaparkinson

Facebook:

I'm walking in the APDA Optimism Walk on **(event date)** in honor of **(name)**. Please show your support with a donation today **(include link to your donation page)**. Any amount is appreciated and will help us put an end to PD once and for all. **(include photo of the person you are walking for)**

Twitter:

My Optimism Walk is in honor of **(name)**. Please show your support with a donation today! **(include link to your donation page)** #PDoptimism #apdaparkinson

Facebook:

My Optimism Walk is only two weeks away and I have not reached my fundraising goal! Won't you help? If just

10 of my Facebook friends donate \$xx, I'll hit my goal in no time and you'll be helping more people with PD!
(include link to donation page)

Twitter:

2 weeks to go! Help me reach my fundraising goal. If 5 friends donate just \$xx, I'll get there fast! Thanks!
(include link to your donation page) #PDoptimism #apdaparkinson

Facebook:

Want to feel like a hero? Make a donation to the APDA Optimism Walk and together we'll be making a big difference for the local Parkinson's disease community. Giving feels good, so consider making an easy online donation today (include link to your donation page) And thanks to those who have already supported my fundraising efforts (you can list/tag them here if you'd like) – you're the best!

Twitter:

Want to feel like a hero? Donate today to my APDA Optimism Walk and together we'll make a big difference for the local Parkinson's community. Giving feels good! (include link to your donation page) Thanks to those who have already donated – you're the best!

Day-Of Event:

Facebook:

Today is the day! I will join hundreds of others who care about Parkinson's disease at the (city) Optimism Walk. It's not too late to show your support with a donation (include link to your donation page) Every dollar makes a difference!

Twitter:

Today is my Optimism Walk! It's not too late to donate (include link to your donation page) Thanks for the support! #PDoptimism #apdaparkinson

Post Event:

Facebook:

What a fantastic day! I met so many inspiring people at the APDA Optimism Walk in (city) and was proud to walk in honor of (name). I've raised (insert amount) but I'm not quite done! If you haven't had a chance to donate yet, please consider making a donation today. (inset link to your donation page) Funds raised help people living with PD and fuels research to end this disease. Thank you! (include photo of you/your team from the event)

Twitter:

The Optimism Walk was fantastic! One last call for donations – if you haven't already, now is the time! (insert link to your donation page) #PDoptimism #apdaparkinson

And remember, if you don't ASK, you won't GET!

Don't be afraid to ask friends and family to support the cause you care about.

The more funds we raise, the more people we can help!