



nAMI Walks **YOUR WAY**

SOCIAL MEDIA BASICS

Using social media is a great way to get your message out to more people, to raise awareness about mental health and NAMI, and to raise money toward your **NAMI Walks Your Way** fundraising goal.

Which social media platform to use:

Pick the best platform for you as a participant. Some questions to ask: Where are you already active? Where do you already have the most followers? Where is your account public? Remember: You can always re-set your account to private afterwards.

What kinds of things to post on social media:

- Photos and videos! Show what you are doing for NAMI Walks Your Way.
- Engagement with your audience: ask questions, share their content, give shout-outs to donors.
- Your story: be authentic. Tell why you are participating in NAMI Walks Your Way.

HASHTAGS

What is a #hashtag?

A hashtag is a “#” symbol followed by a word or a phrase. If a phrase follows the “#,” no spaces are placed between words. Some hashtags are very simple, such as #happy, while others are longer and more complex, like #MentalHealthforAll. Notice that no punctuation is used in hashtags, though numbers and emojis are commonly included.

Capitalization is not necessary but using capital letters can make a longer **hashtag** easier for your friends/followers to read. Hashtags are not case sensitive so #MentalHealthforAll and #mentalhealthforall function the same way.

Why use hashtags?

A hashtag is a label for content. It helps others who are interested in a certain topic quickly find content on that same topic.



How to Search Hashtags

On Facebook, Instagram, Twitter & TikTok: Find the magnifying glass icon (at the top of the home screen on Facebook and the bottom on Twitter, Instagram & TikTok), tap it and enter the hashtag in the search bar that appears. Ex. (#NotAlone) Click on your hashtag to find posts that used the hashtag.

Snapchat: Currently, the only use of a hashtag in Snapchat is to filter news stories in the search bar. Other than that, hashtags as a form of linking do not exist on Snapchat.

How to Post a Hashtag on Social Media

- Posting a hashtag is incredibly easy. All you need to do is create a new post on Twitter, Facebook, or Instagram, and include the hashtag somewhere in the post. You can put the hashtag at the beginning of the post, within the text, or at the end. The location of the hashtag in the post does not matter.
- You can also post the hashtag as the only text in the post. For example, someone might post a selfie while wearing a NAMIWalks T-shirt with just:

#notalone

- You are not restricted to just one hashtag per post. Instagram allows for up to 30 hashtags per post. Twitter has no limit on hashtags, but hashtags do count toward your 280-character limit. Facebook lets you use as many hashtags as you want.

We encourage you to use two hashtags for NAMIWalk Your Way on each of your posts:

#NotAlone

(Local hashtag: check your local NAMIWalks website.)

Sample Social Media Post

On May 22, I am participating in NAMIWalks Your Way as part of Mental Health for All: A United Day of Hope. Show your support for me by donating now, joining my team, or helping spread the word by sharing my link. (insert your fundraising page link) Remember, you are #NotAlone – we are in this together!

Click below to find more information on each of these platforms:



[Facebook](#)



[Instagram](#)



[Twitter](#)



[Snapchat](#)



[TikTok](#)



[Zoom](#)