SAMPLE SOCIAL MEDIA POSTS

Use these thought starters to challenge your people to participate in the Global 6K. Customize the content to best fit who you’re talking to, add the link to your host site registration page, and use the hashtag #6KforWater.

**FAMILIES**

World Vision’s Global 6K for Water is one of the most family-friendly events around, and great for all ages. Encourage people to use it as bonding time and a teaching tool for kids on the issue of global poverty.

**Example post:**

Calling all families! Want to spend time together while learning about the global water crisis and fighting poverty? Join my host site for World Vision’s Global #6KforWater on 5/21 and move with us in [CITY NAME] or in your own neighborhood. Every $50 registration fee equips one person in need with lasting access to clean water through World Vision projects. And thanks to generous donors, participants age 18 or younger can register for $25!

**INDIVIDUALS**

This event is the perfect entry point for those who have never done an organized race or who feel out of shape. Plus, it’s a great time to bond with others—no matter where they are—all while helping change the world!

**Example post:**

Join me and thousands of people around the world on May 21 for World Vision’s Global #6KforWater. Not a runner? No worries! You can walk, jog, roll, or push a stroller from wherever you are.

**WORLD VISION DONORS**

This is a unique opportunity for passionate donors to join a fun mix of friends and family to take action against global poverty.

**Example post:**

Join me and our friends on [Team Name] to help change lives through World Vision’s Global #6KforWater! You can participate in person or virtually on May 21.
SAMPLE SOCIAL MEDIA POSTS

**SOCIAL BUTTERFLIES**
World Vision’s Global 6K for Water is a great chance to talk to neighbors, classmates, or coworkers about doing something that matters. Grow your relationships by including others in this inspiring activity!

**Example post:**
Everyone! Will you tell your neighbors, friends, coworkers, classmates, and anyone and everyone you know that they can walk, run, or roll World Vision’s Global #6KforWater with [TEAM NAME] from wherever they are on 5/21? Tag the people you want to join you! 💖

**FARAWAY FRIENDS**
This event has always been a great opportunity (even before 2020 took us virtual) to share in an experience with friends and family who don’t live nearby.

**Example post:**
Did you know that no matter where you are, you can join me for the same race, on the same day, for the same cause? You can! 👟 On 5/21, join me and thousands of people by moving your body at World Vision’s Global #6KforWater with [TEAM NAME].

**CHURCH GROUPS**
The Global 6K for Water is an opportunity for church groups to grow closer together as they put their faith into action.

**Example post:**
Hey [CHURCH NAME] friends, will you join me in living out God’s love by helping kids and families get lasting access to clean water? Sign up to move with World Vision’s Global #6KforWater with [TEAM NAME] or from wherever you are on 5/21!