



walk
MS[®]

A CURE IS ON THE LINE.

Social Media *Toolkit*

The materials in this toolkit have been created to help you share your participation in Walk MS[®] and fundraise. By doing so, you help us improve the lives of nearly 1 million people living with MS and get one step closer to our ultimate goal: **a cure.**

About

Walk MS®

Walk MS events run from February to June. Find your local Walk MS event.

Walk MS unites the MS community in the largest gathering of its kind to raise funds and make a difference for everyone living with MS. Everyone at Walk MS plays a powerful role — whether you live with MS or care about someone who does. Everyone is welcome at Walk MS — with no registration fee or fundraising minimum. While there is no fee to participate, every dollar raised helps to lift up those living with MS. All routes are accessible and can accommodate mobility devices.

This Toolkit

This toolkit has been designed to allow for customizations. Areas to customize are highlighted in **yellow**. **Make sure you update the posts to reflect the relevant data for your local Walk MS event.** For each post, you will have multiple image options you can choose from. Feel free to choose your favorite!

Connect to learn more and get involved at [walkMS.org](https://www.walkms.org)

- Facebook: [@WalkMS](https://www.facebook.com/WalkMS)
- Instagram: [@walkms](https://www.instagram.com/walkms)

Posts

To post the content in this toolkit:

1. Click on the image you like to download it.
2. Highlight the post text:
 - If using a mobile device, double-tap/long-tap on the first word, then move the grab points/slide your finger to select text. Choose Copy.
 - If using a desktop browser, select the text with your cursor. Right-click and choose Copy.
3. Paste the text into your social media channel's post area.
4. Update the **highlighted** text with the correct information.
5. Add selected downloaded image.
6. Post!



DARRIN (CENTER), DIAGNOSED IN 2007



ROSA (LEFT), DIAGNOSED IN 2021



ANUSKA (CENTER), DIAGNOSED IN 2008

Cover and Post Images

Content	Suggested date(s)	Image Information
<p>I'm excited to share that I'll be participating in Walk MS to help the nearly 1 million people in the U.S. living with multiple sclerosis! Join me and let's end MS for good. Register at: [link to your walk location page]</p>	<p>As early as possible before your local walk event.</p>	<p>Choose a photo to use as a cover photo or to accompany the post.</p>



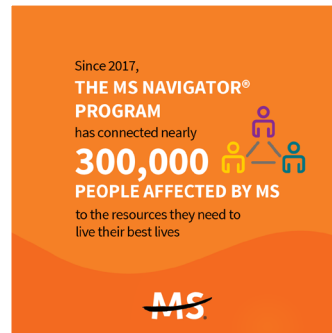
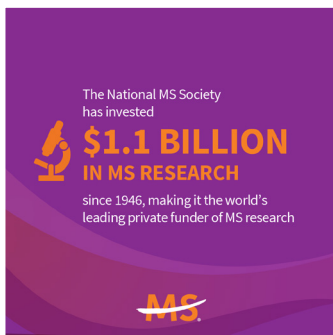
"Why I Walk" Images

Content	Suggested date(s)	Image Information
<p>I Walk MS because [insert your reason for participating here]. ♥</p> <p>Join me at Walk MS: [insert your event location here] on [insert the date of your event]! Together, we'll end MS forever.</p> <p>Register at: [link to your walk location page]</p>	<p>A few days to a week after your first post.</p>	<p>Choose either image below. To add text to the second image, use a photo editing app.</p>



Impact Images

Content	Suggested date(s)	Image Information
<p>When you donate to my Walk MS fundraiser, you're making a lasting impact that brings us one step closer to the ultimate goal: a cure.</p> <p>Support my fundraiser now: [insert link to your fundraising page]</p>	A few days to a week after your second post.	Use any of the images below to highlight the many ways people who donate are helping to make a lasting impact.



Matching Fundraising Images

Content	Suggested date(s)	Image Information
<p>I truly believe that if we join together we can end MS forever, so I just donated to my own fundraiser. Will you match it and support the cause? ❤️</p> <p>Give now at: [insert link to your fundraiser page]</p>	<p>A few days to a week after your third post.</p>	<p>Choose either image below.</p>



Fundraising Images

Content	Suggested date(s)	Image Information
<p>Will you help me reach my fundraising goal for Walk MS? With your support, I can get all the way there, and together, we can make sure no one has to face MS alone. Give now at: [link to your fundraising page]</p>	<p>A few days to a week after your fourth post.</p>	<p>Choose any image below.</p>



"Join Me" Images

Content	Suggested date(s)	Image Information
<p>Walk MS: [insert the location of your event] is only [X number] of days away! There's still time to join me and be part of a movement that's going to change the world for people with MS.</p> <p>Register now at: [insert link to your walk location page]</p>	<p>1-3 weeks before your local walk event.</p>	<p>Choose any image below.</p>

