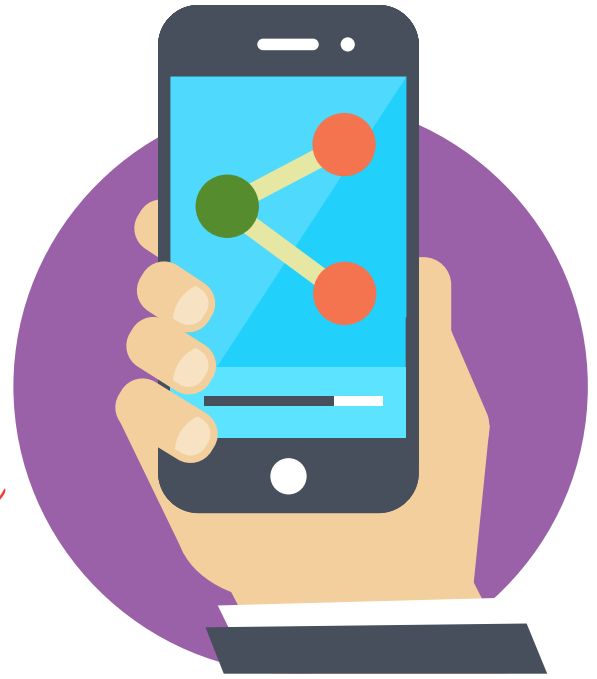


MSWALK

SOCIAL MEDIA TIPS

Share why you're walking!



Social media is a great way to show your network what you're passionate about as well as an easy way to ask your friends for support!

Here are a few sample posts to get your creativity flowing, just copy and paste to your social channels:

Did you know Canada has the highest rate of multiple sclerosis in the world? That's why I'm walking in MS Walk - to raise money for a cure, because it's time. Donate towards my fundraising. *(insert link to your fundraising personal fundraising page)*

MS Walk is not far away - only XX more days until the big day! Please support me in my journey and help support Canadians affected by multiple sclerosis. Donate here. *(insert link to your fundraising personal fundraising page)*

Thanks to everyone who's donated to my MS Walk! As most of you know, I'm participating in MS Walk to support people living with multiple sclerosis in our community. It's not too late to help out. Help me reach my fundraising goal of \$XXX! Donate here. *(insert link to your fundraising page)*



Below are some tips to keep in mind when posting on social media:

- When people comment on your post, it's your chance to engage with them and tell them about your participation in MS Walk. Invite them to donate, and let them know Canada is home to some of the best MS research in the world.
- You'll be surprised how many people will open up to you about their own personal connections to MS once you start the discussion. Invite them to join your team or donate to your fundraising page!