



## SOCIAL MEDIA POST CONTENT EXAMPLES MYELOMA UK LAKE DISTRICT HIKE EVENT POST EXAMPLE 1

Hear from NAME, our fundraising manager, who is heading on the Lake District Hike this September along with a team of fundraisers.

NAME has just begun training and is enjoying building up her mileage slow and steady. NAME shares some ways she has been preparing for the hike ahead.

There are still plenty of spaces for you and your buddies to join too!

Simply head to the link below to sign up and begin your journey with us. With heaps of resources to help you fundraise, train, and prepare for the big day, we are with you every step of the way.

[Insert webpage link, post with selfie style video]

## POST EXAMPLE 2

Looking for something to work towards this year?

How about joining our Lake District Hike this September...

*What?* Hiking 20km with just over 800m elevation, you'll rise above Ullswater to take in lake views, mountain trails and experience the fells.

*Why?* Every step will count as you fundraise for Myeloma UK, funding invaluable research.

*How?* With months of time to train and prepare, we can be in it together. Use this as your training goal as you increase your step count and challenge yourself.

Train with purpose. Walk with pride. Finish knowing you made a difference.

[Post with collage of images / inspirational quote overlaid image]

# FACEBOOK POST EXAMPLES



## DON'T FORGET

- Use hashtags that include hike name, charity, commonly searched terms
- Tag locations, relevant profiles and people to increase engagement and reach
- Share any posts to your stories for maximum coverage
- Consider what days and times you post and test out when you get the best engagement

## POSSIBLE TEXT YOU MAY INCLUDE IN POSTS:

Dates of the event, where the hiking challenge starts and finishes, the route along the Ullswater Way, hiking distance, the awesome challenge and location, team entries, support of the charity, how / where to get more info and entry, stats, shoutouts to fundraisers, fun facts about the area.

## TAG THE ADVENTURE ELEMENT IN YOUR POSTS

Facebook: <https://www.facebook.com/theadventureelement/>