



Instagram

SOCIAL MEDIA POST CONTENT EXAMPLES
MYELOMA UK LAKE DISTRICT HIKE EVENT

INSTAGRAM POST EXAMPLE 1

This is your sign to hike the in the Lake District in aid of Myeloma UK...

Hiking an A to B style route that takes you up above water level and into the gorgeous fells before dropping down ready to cool toes off at the lake shore.

Discover a quieter area of the Lakes and challenge yourself to hike 20km with us this September. Feeling up for the challenge? Tag a friend to join you! Head over to the link in our bio to save your place.

#myelomaukhike #lakedistricthike

[Post with several slides of images: map route, lake views, rolling fells, team of hikers, charity image, add music in background or search for trending sounds/soundbites]

INSTAGRAM POST EXAMPLE 2

Thinking about joining our 20km hike in The Lake District this September?

Here are 6 reasons why you should add our Lake District Hike to your diary and start fundraising now...

#myelomaukhike #lakedistricthike

8 image/vid slides with text overlaid, use music or soundbite in background. If uploaded as a video, upload as a reel for max reach:

Slide 1: Why this hike should be in your diary...

Slide 2: Views for days. Lakeside to mountain high.

Slide 3: Good for the soul. Nature, connection, adventure.

Slide 4: Opening yourself up to new experiences = growth & happiness

Slide 5: Making memories with friends and strangers

Slide 6: It feels good to do good. And you will make the WORLD of difference. Fundraising for Myeloma UK means every step matters.

Slide 7: The perfect accessible fitness goal to work towards this year? We think so!

Slide 8: Head to the link in our bio to sign up! See you there...

INSTAGRAM POST



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

Instagram: https://www.instagram.com/the_adventure_element/