



SOCIAL MEDIA POST CONTENT EXAMPLES
KISHARON LANGDON BIKES BOATS BOOTS JURASSIC EVENT

POST EXAMPLE 1

Walk through 185 million years of history and make every step count when you join us on the Jurassic Coast this June. Escaping to the south coast, this hike takes in rugged views, undulating terrain and the perfect opportunity to make a real difference.

There are still plenty of spaces for you and your buddies to join too!
Send to a friend or 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, use image from our selection]

POST EXAMPLE 2

Hear from NAME, our charity rep who will be heading to the Jurassic coast this June to embark on our Bikes Boats Boots challenge. You're invited too!

What? 3 adventures in 1 day! Biking 22 miles, paddling 2 miles and hiking 11 miles. All based across the stunning Jurassic coastline.

Why? Every step will count as you fundraise for Kisharon Langdon, helping support people within the Jewish learning disability and autism community and change lives.

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.

You can join the challenge with a team and get ready for a memorable day of adventure with people who share the same values.

[Post with selfie video – short clip of NAME saying a few words OR if camera-shy, an image of NAME and include a quote in the post]

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 Jurassic Coast, 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/>