

Seize the Day Social Media Toolkit

Social Media is a great way to share your experience and reach out to your family and friends for their support. Platforms like Twitter, Instagram, and Facebook allow you to get creative and have fun with your fundraising! Consider sharing your pledge page, your personal epilepsy story, or who you're walking for using the following tips. Watch our event page for updates about the event and more ways to get engaged!

Here are some social media tips to help you fundraise...

Choosing Photos: Make the photos you share representative of your campaign! Use photos of yourself dressed in purple, your participation in the walk/run, your pledge pages, or someone you are walking in honour of. Get creative and have fun with it. A picture is worth 1000 words!

Stories: Posting stories are a simple and an effective way to promote your fundraiser. You can re-share your old post in case some of your followers had missed it, post information about your fundraiser, or share ESWO's posts about the walk/run.

Reels/TikToks: Recording Instagram Reels or TikToks is a fun and creative way to effectively bring attention to your fundraiser. You can simply explain your mission through talking, record how you are training for the walk/run, or use a current trend to share the importance of your fundraiser.

Link your page: Make getting to your fundraising page easier by adding the page link to your social media posts, stories, or bios.

Hashtags: Expand your reach by including hashtags such as #epilepsy, #epilepsyawareness, and #purplenation. Let ESWO and our supporters see your fundraising posts with #seizetheday2022.

Tag us: Tag ESWO's social media accounts @epilepsyswo on your fundraising posts and stories so we can re-share them on our story!

Livestream: Tell your family and friends a day and time to tune in to your virtual event. Interact with your viewers, tell them why you're fundraising and ask them to donate!

Captions: Try to keep your social media short, fun and to the point. Tell them what you are doing off the top and be creative!

Examples:

- I'm walking for _____ during @epilepsyswo #seizetheday2022 in support of #epilepsyawareness
- Show your support for #epilepsyawareness by donating to my fundraiser for @epilepsyswo #seizetheday2022 [insert link to pledge page]
- I'm wearing purple today in support of @epilepsyswo #seizetheday2022 to raise #epilepsyawareness
- Join me in participating in ESWO's Seize the Day Walk as an #epilepsywarrior! #seizetheday2022
- Join the #purplenation! Become a supporter of ESWO with me to raise epilepsy awareness. #seizetheday2022

Make a Challenge: Use your social media platforms to promote a fun challenge to help collect more donations. Choose an activity that suits you, get creative, and post about it to your followers!

For every X-amount donated I will...

- Do 10 push-ups
- Bake cookies for the donor
- Dance in a funny costume
- Wear purple for an entire day
- Write a poem about epilepsy
- Pour a bucket of water over your head
- Whatever you can think of- the sky is the limit!

Graphics: Utilize the following graphics in support of who you are walking for and to help raise donations on your pledge page!



Facebook: Customize by adding your own photo and typing in who you are walking/running for. (i.e. Brother, Sister, Mom, Dad, Friend, etc)

Use Canva Template:
<https://bit.ly/3mkppFm>



Instagram:

Customize by adding your own photo and linking to the event in your post!

Use Canva Template: <https://bit.ly/3th3Ucu>

We thank you for your support of ESWO and we hope you have a fun time with your friends and family participating in this event, raising awareness about epilepsy, and making an impact through the organization. Your participation and effort is greatly appreciated by ESWO and the families and individuals who will benefit from your fundraising.