



25TH ANNUAL WALK FOR HEALTHY LIVING SATURDAY, SEPTEMBER 26, 2020 VIRTUAL PUBLICITY PLAN

It is our time to shine the spotlight on getting our communities healthy and to keep the world focused on health inequities.

We don't really know what conditions will be in September, but, for the most part, all of the hints and tips below will apply no matter how you decide to host your event, whether in-person or virtually.

How much of an impact can you make with your walk events? The answer is TONS! With virtual events and the use of social media, you can possibly attract more people than who might have actually shown up for an in-person event. Your reach can spread beyond the borders of your chapter and your area.

FOR INFORMATION ON HOW TO PRODUCE THE BEST VIDEOS AND TIPS ON VIRTUAL COMMUNICATIONS, see *Virtual Communications Overview*.

Don't get too complicated. Don't overthink any of this. Keep it simple, make it "shareable," USE THE HASHTAGS, and your message will spread and impact lives!

Social media is the way of the world, so please apply these tips and ideas and, always remember, ***there is no such thing as too many posts***. Use social media to promote your 75 Million Steps Challenge and to promote The Links, Incorporated brand.

Please keep in mind, the act of posting should NOT be delegated to just one person. As many people as possible should be posting and everyone should be USING THE HASHTAGS! The more posts ... the more hits ... the better and we cannot stress that enough.

BIG PICTURE ITEMS

Pictures and videos rule all: That should be your mantra when thinking about social media and spreading your message leading up to and during your event. Please always include a photo/image or a short video when posting to social media. You want people to stop and click on your posts.

USE THE HASHTAGS: Don't fight the hashtag. Hashtags increase your chances of your post being seen and shared. That is what it is all about. #LinksOnTheMove #OurHearts are the hashtags every chapter will be asked to use in all of your posts on the day of the event, but if you come with a hashtag for your specific event, make sure to include it as well like #PortlandLinksWalk

Press releases: Try to keep them to one page. Media outlets don't have time to read a lot. Sounds basic, but it is true.

Here are a couple of tricks of the trade. Pick one or pick all.

GENERAL EMAIL ADDRESS for your walk event:

For example, create a Gmail email address. Include your chapter name, area, region, or city and the word "walk" in the actual email address. For example, All of the chapters in DC, MD, and VA decide to hold a virtual walk event "together" so the email address could be DMVLINKSWALK@GMAIL.COM. Or use your chapter name: ATLANTALINKSWALK@GMAIL.COM etc. Pick a password that makes sense and share the password with your publicity committee, HHS committees, Walk committee, etc. In keeping with the earlier examples, the passwords could be: DMVWalk#2020 or AnnaLinks#2020 or AtlantaWalk#2020. This general email address can be used for correspondence for all things related to your walk. And since it is a general email address of which multiple committees could make use, not one person is stuck "in command" of the email account. The event leaders can use the email for vendors or sponsors to email. The publicity committee can use the email to set up "walk-specific" social media accounts. I suggest using the same password for your walk social media accounts. Again, keep it simple.

SOCIAL MEDIA ACCOUNTS

Remember to keep it simple, so you don't have to set up additional social media accounts for the walk, if you don't want to. Social media accounts specifically for your walk can help narrow the focus to just the walk. You can post your 75 million steps efforts on your "Walk" channels. You can use your walk channels to push people to your chapter channels and vice versa. Although, the other side of the argument is that you use your existing social media accounts like your chapter's Twitter and Facebook pages and post there and that could help grow your existing platforms. Again, up to you. Do what makes sense for you.

So let's say you decide to decide to set up "Walk" specific social media accounts. If you can, keep the handles the same on every single account. For example:

Twitter: @DMVLinksWalk
Facebook: @DMVLinksWalk
Instagram: @DMVLinksWalk

Twitter: @AnnapolisLinksWalk
Facebook: @AnnapolisLinksWalk
Instagram: @AnnapolisLinksWalk

It is great if you can use your social media handle as a hashtag as well and get that going. #DMVLinksWalk #AnnapolisLinksWalk

**Just remember you will also need to use the hashtags that everyone will be using across the country: #LinksOnTheMove #OurHearts

VIDEO CAMPAIGN

Using our mobile phones, we are going to produce a series of short videos to share on our social media platforms featuring Links as we challenge others to walk with us on September 26.

Examples:

Various settings: Link walking down a street, on a treadmill, on a track, on a sidewalk, down a hallway, or walking up stairs, etc. Make sure your video is in keeping with current health safety recommendations which may mean you will need to be wearing a mask. This will vary depending on your locale's safety directives.

Link's Script:

*"I walk to (fill in reason) to keep my heart healthy **or** to control my diabetes, **or** to reduce stress..."*

"Be the strongest link to health in your life and walk with us!"

"Lace up and join us on Saturday, September 26."

Make sure you explain how

"Start walking at 11 a.m. and make sure you post your pictures on Twitter and tag @DMVLinksWalk. You can also go to @DMVLinksWalk on Facebook for more information."

WALK CHAMPIONS

Can you identify a few Link sisters who would be willing to be highlighted in press releases and media interviews, etc.? Try sending an email "Call for Testimony" to your chapter.

Here is a sample email:

Call For Testimony – We need Walk Champions!

The Portland Links Walk for Healthy Living is quickly approaching!

The Public Relations Committee for the 2020 Portland Links Walk for Healthy Living is looking for Walk Champions: Volunteers who are willing to share their

stories in the public sphere. Have you ever faced or are you facing a health challenge like heart disease, diabetes, or high blood pressure, for instance? Do you know someone or a family member who struggled or lost dearly to COVID-19? Are you willing to share your experience in an effort to encourage others to walk for healthy living? Personal stories always strike deeply and have the most impact. We would be honored if you would be willing to represent us as we work to inspire others to join us for the event and to keep the spotlight on health inequities that cost our communities so dearly. Our Walk Champions will need to be willing to participate in media interviews, if requested. Please contact (xxxxxxx @ xxxxxx) if interested.”

MEDIA CAMPAIGN ROLLOUT

Look to radio, television, and print. Send out press releases at least two weeks before the event. Don't send them too far in advance or they could get lost in the shuffle. Keep those press releases to the point. Focus on the message you want to get across.

Media interviews: Publicity committees need to work the phones and schedule interviews, act as media contact people/orchestrators for any media requests that arise.