



Linked in Friendship, Connected in Service

TRANSFORMING  
*Communities*  
FULFILLING OUR  
*Purpose*

# WALK FOR HEALTHY LIVING

VIRTUAL COMMUNICATIONS



# WALK FOR HEALTHY LIVING

## VIRTUAL COMMUNICATIONS

**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, your message can spread well beyond the borders of your chapter and your area.

# WALK FOR HEALTHY LIVING

## VIRTUAL COMMUNICATIONS

**Use social media to promote your 75 Million Steps efforts 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!**

# WALK FOR HEALTHY LIVING

## VIRTUAL COMMUNICATIONS

### **EMBRACE THE HASHTAG #**

Hashtags increase your chances of your post being seen and shared. That is what this is all about.

**#LinksOnTheMove #OurHearts** are the two hashtags every chapter will be asked to use in all of your posts on the day of the event.

If you create a hashtag for your specific event, make sure to include it as well, for example, **#PortlandLinksWalk** or **#DMVLinksWalk**

# WALK FOR HEALTHY LIVING

## VIRTUAL COMMUNICATIONS

### **VIDEO AND PHOTOS**

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.

Using your mobile phones, you can produce a series of short videos to share on social media featuring Links as we challenge others to walk with us on September 26.

For more on how to create videos and how to show the best “you” on video, please visit the HeartLinks Toolkit in the Members Only section of The Links, Incorporated website.

# WALK FOR HEALTHY LIVING

## VIRTUAL COMMUNICATIONS

### **SOCIAL MEDIA VIDEO EXAMPLE**

**Scene:** Link walking down a street, on a treadmill, a track, sidewalk, down a hallway, or walking up stairs, etc. Make sure you follow current health safety recommendations which may mean you should be wearing a mask. This will vary depending on your locale's safety directives.

**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<sup>th</sup>."*

**You can even add additional event information, for example:**

*"Start walking at 11 am and make sure you post your pictures on Twitter and tag @AtlantaLinksWalk. Go to @AtlantaLinksWalk on Facebook for more information."*