

JOIN US AT **STEPTEMBER.US**  
SEPTEMBER 1 - 30

**SOCIAL MEDIA**

**TIPS & TRICKS**

FUNDS RAISED SUPPORT



# ***IT'S SIMPLE TO TAKE IT SOCIAL...***

And you should! You're stepping up for cerebral palsy research and you're taking 10k STEPS A DAY, so shout it loudly. We've got some tips to make it easier to ask for — and get! — donations. We'll help you get the most out of each platform.



# ***BUT FIRST!***

The STEPTember Team LOVES seeing your social posts. Make sure you tag us and use these hashtags. You can see what everyone else is up to and it helps more people see what we're doing. That's huge. We might even feature you on our account, too, so get creative!

We've got tons of **RESOURCES FOR YOU.** Use our tiles or make your own.



 Instagram: @ResearchForCP

 Twitter: @ResearchForCP

 Facebook: @ResearchForCP

 LinkedIn: linkedin.com/company/cparf

# ***#STEPTemberUS #Step4CP***

# FACEBOOK

## ***Start a Facebook Fundraiser right from your STEPtember page.***

With just a few clicks on your STEPtember page, you jump-start your fundraising. Only Facebook Fundraisers started this way will count toward your STEPtember total.

## ***Your fundraiser's just the start. Share your story.***

When you post your fundraiser, let your network know why you're taking the STEPtember challenge and why the cause means so much to you. If you have cerebral palsy or know someone who does, share why that moved you to participate. You can also share your excitement about fitness and wellness. When people see how much you care, they'll give back. And maybe they'll do STEPtember themselves!

## ***Tag your friends to start.***

Content gets lost in our feeds, but if you tag five close friends in the post — or in a comment on the post — they'll definitely see what you're up to. And they already think you're awesome, so of course they'll give to support your efforts.

## ***Tag some more.***

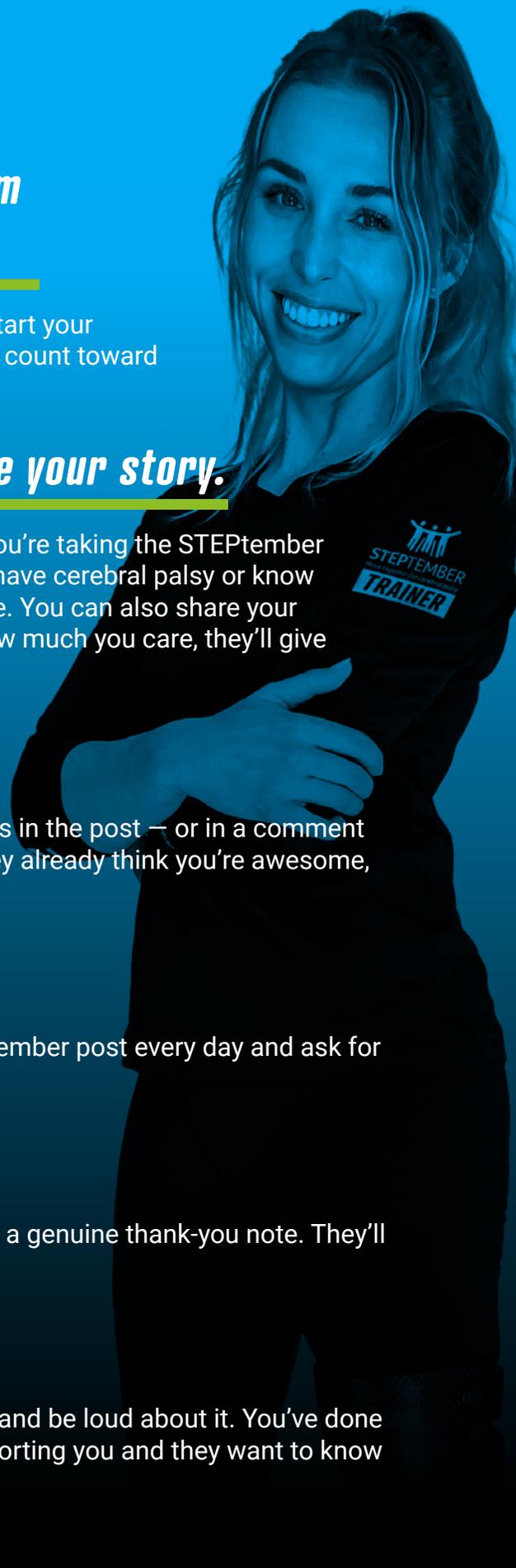
Tag two new people in the comments of your original STEPtember post every day and ask for their support.

## ***Thank your donors.***

Someone made a donation? Tag 'em in a new post and write a genuine thank-you note. They'll feel good and it'll inspire others to give.

## ***Post updates.***

Hit a moving or fundraising milestone? Be proud of yourself and be loud about it. You've done a lot and people should know about it. Your friends are supporting you and they want to know how you're doing. Keep 'em in the loop.



# INSTAGRAM

## ***Include the link to your STEPTember fundraising page in your IG profile.***

Copy your personal link, then head to your Instagram page and click “edit profile.” Paste your link in the “website” section. You can also include a call to action in your bio like: *I’m taking 10K steps a day to support CP research. Donate @ the link below to support me.*

## ***Post Instagram stories every day — and tag us!***

This one’s important — and who doesn’t love watching fun Instagram stories? These will grab everyone’s attention. We suggest posting pictures of your total step count at the end of each day, posting updates when you reach fundraising milestones, and posting facts about cerebral palsy. Tag us (@step4CP) and we may reshare your story!

## ***Share your perspective on your IG story.***

Add links to workouts that you’ve enjoyed and showcase other activities you’ve done to reach your step total.

## ***Always share your donation link.***

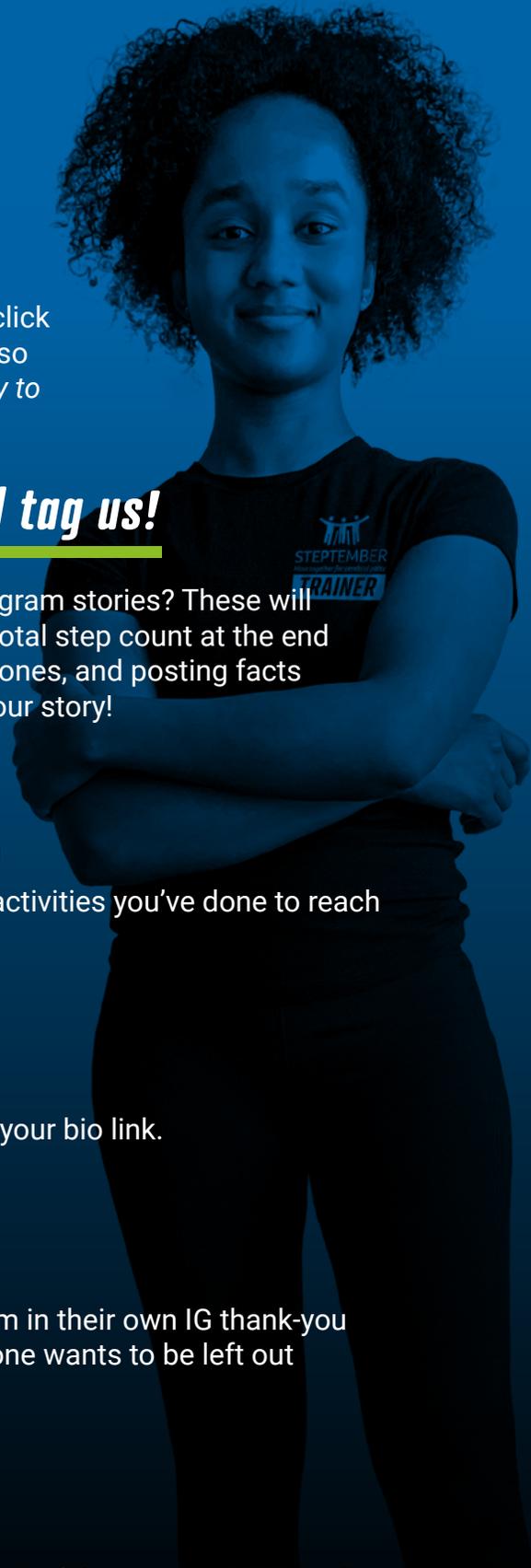
In every story you post, make sure you ask people to donate via your bio link.

## ***Tag your friends.***

Every time someone donates to your STEPTember page, tag them in their own IG thank-you story. This encourages other friends to get behind you, too. No one wants to be left out of the fun!

## ***Post pics.***

Use our dedicated hashtags and make sure your caption is meaningful! Tag your STEPTember teammates and let everyone know why CP research is important to you all. Your supporters will enjoy seeing the creative ways you’re getting active solo or with friends, no matter where you are — and they’ll appreciate seeing your journey.



# LINKEDIN

## ***Make a post and show off to your professional network.***

Let them know your organization is moving together for a great cause.

## ***Zoom where it happens.***

If you're working remotely or hybrid during STEPtember, host a Zoom workout session with your colleagues, snap some screenshots, agree on the best ones, and then share them on LinkedIn.

## ***Remind your CEO how awesomely your team is doing.***

Add links to workouts that you've enjoyed and showcase other activities you've done to reach your step total.

## ***Tag your friends.***

Tag CPARF, your company, your colleagues, and your rivals in any posts about STEPtember. This will give your post more exposure and heighten the cross-company and intra-industry competition.

## ***Write all about it.***

Pen a LinkedIn blog post about how STEPtember brings your team together whether they're in the office, on a hybrid schedule, or fully remote.

