

Social Media Guide

Walk 'n' Wheel
FOR LGS Research
LENNOX-GASTAUT SYNDROME



Do some cheerleading in your virtual world! Using social media is a great way to get your message out to more people, raise awareness about LGS and the walk event, and to raise money toward your team fundraising goal by rallying your online community to your cause.

Social Media Basics

◆ Which social media platform to use

Pick the best platform for you. Some questions to ask: Where are you already active? Where do you already have the most followers? Where is your account public? Remember: You can always reset your account to private after the event.

◆ What to include when you post on social media

- Photos and videos that SHOW you are STEPPING TOWARDS THE CURES and participating in the Walk 'n' Wheel for LGS Research.
- ENGAGE with your audience: ask questions, share their content, give shout-outs to donors and your team members.
- Be You: tell them WHY you are participating and how LGS has impacted your life.
- Finish with a CALL TO ACTION: Ask your readers to join or donate with at least one #hashtag

◆ What is a #hashtag?

A hashtag is a “#” symbol followed by a word or a phrase. If a phrase follows the “#,” no spaces are placed between words. No punctuation is used in hashtags, though numbers and emojis are commonly included.

We encourage you to use these two hashtags to help build awareness for LGS and the event on each of your posts: [#WalkforLGS](#) and [#LennoxGastautSyndrome](#)

◆ Why use hashtags?

A hashtag is a label for content. It helps others who are interested in a certain topic quickly find posts and content on that same topic by entering the hashtag.

◆ How to post a hashtag on social media

Posting a hashtag is easy! All you need to do is create a new post on Twitter, Facebook or Instagram and include the hashtag somewhere in the post. You can put the hashtag at the beginning of the post, within the text, or at the end. The capitalization or location of the hashtag in the post does not matter.

Follow @LGSFoundation on Facebook, Instagram, and Twitter to see the activity and example posts.

Have fun and happy posting!

◆ How to post your own “I WALK . . .” sign/image

- Download and print the I WALK sign [HERE](#).
- Fill in the blank with a personal message of why you are participating, who you are supporting or whatever you are feeling.

Some examples:

- I WALK to find a cure!
 - I WALK to support for (INSERT TEAM NAME)!
 - I WALK to shout “LGS SUCKS”!
 - I WALK to support (NAME of LGS Warrior)!
 - I WALK to give HOPE!
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- Add an image or video using your phone or tablet with your I WALK sign
 - Write a post and include your hashtag(s) [#WalkforLGS](#) and be sure to tag [@LGSFoundation](#) and your location in the caption

Example text for your posts

- Tell us why you [#WalkforLGS](#). Download the sign and post your own today. <with link to sign page>
- Will you Step Towards the Cures with us? Register today for our [#WalkforLGS Research](#). <with link to page>
- <Team Name> needs your help. Donate today. <with link to team page>



◆ Helpful tips for Facebook

Facebook is a fantastic place for awareness and fundraising. Share your STEPPING TOWARDS THE CURES, TOGETHER fundraising page with ease. Start your Facebook Fundraiser and/or go Live to share why the LGS Foundation is important to you.

Facebook Basics

- Facebook has no character limit.
- Instead of summarizing a story or just mentioning some key points, it's better to write longer posts.
- Be sure to use your hashtag(s), tag @lgsfoundation and share your location.

Sample Facebook Post

LGS is a devastating neurological disease that affects someone I love. Currently there is no cure for LGS. By joining me in this work you will inspire hope not only for me but in the LGS community. Ask me how! #WalkforLGS #LennoxGastautSyndrome @lgsfoundation <with link to page>

Facebook Stories

- Use Stories for pictures, short videos, polls and questions!
- Go to your profile.
- Find the BLUE (+ Add to story) icon.
- Decide what type of story you would like to share.
- Select pictures or videos from your camera roll or tap the camera icon to create a visual of your own.
- There is a bottom LEFT Gear icon to change privacy setting to PUBLIC.

◆ Helpful tips for using video on Facebook and Instagram

Video guidance

- Shoot multiple, short videos that you can use on Instagram Reels or post on Facebook.
- Introduce the whole family (if they are comfortable).
- Show behind-the-scenes/favorite activity/something they are working on as a family.
- Include one specific video telling the viewers why joining/supporting the walk is important to you.



Facebook Live

- Tap the camera icon to the left of your search bar.
- Give Facebook access to your camera and microphone when promoting and switch to “Live” on the bottom of your camera screen.
- Choose your privacy and posting settings.
- Write a compelling description. Include your personal page fundraising link.
- Tag friends, choose your location or add an activity.
- Click the blue “Start Live Video” button to start broadcasting.
- Interact with viewers and commenters.
- Click “Finish” to end the broadcast.
- Post your reply and save the video to your camera roll.

How to film your video

- Look for good lighting – near a window or outside are good options.
- Please hold your phone upward to record a vertical video.
- Make sure you have a good view of yourself on the screen if doing a selfie.
- Record your video! Each video should be as close to 30 seconds as possible – you can film multiple versions!



How to film your video

- We recommend posting videos to Instagram Reels.
- Videos should be 30 seconds and filmed vertically.
- Posting Instagram Reels allows for the video to be shared in Stories and also has the option of showing up in your Instagram feed.
- Videos can be less-polished, behind the-scenes and contain real-life content.
- Utilizing this feature more will ultimately help the LGS Foundation in the Instagram algorithm overall.

◆ Helpful tips for Instagram and Twitter

Instagram (for images and stories only)

- Be a visual storyteller, use photos of you/your family to tell your story.
- Posts can also be longer in Instagram.
- You can use multiple images in one post.
- Make sure the post includes your hashtag(s)



Instagram Examples:

LINK IN BIO! LGS is a rare neurological disorder that affects someone I love. You can inspire hope in all those affected today by supporting @lgsfoundation. Will you donate to my campaign or join my team? Learn more at the link in my bio! #WalkforLGS #LennoxGastautSyndrome

With your I WALK sign:

LINK IN BIO! Tell us why you Step Towards the Cures for the @lgsfoundation. Download and post your own sign today. Learn more at the link in my bio! #WalkforLGS #LennoxGastautSyndrome

Twitter

- Use your hashtag if sharing stories on Twitter.
- Tell the story through a thread of Tweets.
- Ask others to share their stories with the hashtag.



Twitter Examples:

I just registered for the 9th Annual #WalkforLGS where donations support critical LGS research that will lead to new disease modifying therapies & cures. Will you donate to my campaign or join my team? #LennoxGastautSyndrome @lgs_foundation <with link to page>

With your I WALK sign:

Will you Step Towards the Cures for the @lgs_foundation? Join or Donate Today. #WalkforLGS #LennoxGastautSyndrome <with link to page>