

SOCIAL MEDIA >>

EXAMPLES OF SOCIAL MEDIA POSTS

Facebook:

“There’s never been a better time to get outside and make a difference (all while having fun)! We/I am joining @HomeAidColorado in their #HikeforHomeAid competition and couldn’t be happier doing it. Check out how you can help the homeless [Insert www.HomeAidColorado.org/hike link].”

“Hiking for a cause never felt so good! Join #HikeforHomeAid with me [Insert www.HomeAidColorado.org/hike link]!”

“Check out this epic view from Mt. Senitas #HikeforHomeAid [Insert your pictures]

Twitter:

“It’s that time of year to go hiking! Why not hike for a good cause? #HikeforHomeAid [Insert www.HomeAidColorado.org/hike link]”

“@HomeAidColorado encourages you to get your packs ready for a summer of hiking for homelessness #HikeforHomeAid [Insert www.HomeAidColorado.org/hike link]”

“We’re hiking for the homeless. Why not join the movement? #HikeforHomeAid”

SOCIAL MEDIA CONTEST

Contest #1: Take photos before, during and after each hike. Post your pictures to social media and be sure use #HikeforHomeAid to enter the competition. The person with the most creative photo will win!

Contest #2: Help promote the campaign by posting to HomeAid’s Facebook, Twitter and Instagram pages. Share your enthusiasm, stories, your accomplishments, photos and videos. Be sure to use #HikeforHomeAid to enter the competition. The person that posts most frequently to HomeAid’s social media pages will be awarded a prize!

Please “like” us on Facebook and “follow” us on Twitter and Instagram! And don’t forget to tag us in your photos!



@HomeAidColorado



@HomeAidColorado



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