

Talk, Walk 'n Roll Social Media Toolkit

Thank you for agreeing to be a part of our annual Talk, Walk 'n Roll fundraiser. Your contributions will help us reach our \$81,000 goal! To ensure we can get the most participation and donations, it is important that we post about the fundraiser frequently throughout the month of July! Due to the pandemic, most communications work best through social media or email. See below some tips and templates you can use to post on your social media accounts. Feel free to reach out to us if you have any questions or need any help.

You can begin by following us on social media. This way, you will be able to retweet, share, or repost our content as it is released.

Facebook: [Aphasia Institute](#)

Twitter: [@Aphasia Inst](#)

LinkedIn: [Aphasia Institute](#)

If you are on other social media platforms, great! You can use those for your campaign as well/instead.

TWR Social Media Sample Messages:

Note that: adding links, hashtags, tags, and images to your posts helps improve interaction and engagement! (see page 3 for more tips)

Twitter

Since there is a limited number of characters [280 characters], tweets must be action-based and impactful. Focus on *What, Why and How*

- The #TalkWalknRoll is back, & I will be *[talking / walking / rolling]* on July 25! Please consider making a donation to help me support the Aphasia Institute. Your support goes to services such as: client support, education & training, & research & development initiatives *[insert a link to your fundraising page here]*

- I'm showing my support for @Aphasia_Inst this July 25th as a part of the #TalkWalknRoll. Help me by donating to my page! #donate #aphasia *[insert personal fundraising page here]*

Make sure to tag us so we can share your posts! @Aphasia_Inst

Facebook/LinkedIn:

Don't forget to add a link to your personal fundraising page!

A text that explains why you're asking for donations. You can include pictures and videos from above.

Some keywords you can use: Join us, donate, support the mission, walk with me

- The annual #TalkWalknRoll fundraiser is back, and I will be *[talking/ walking/ rolling]* on July 25! Please consider making a direct donation to my personal fundraising page! You are helping to support Aphasia Institute services such as: client support services, education & training, & research & development initiatives. *[insert personal fundraising page]*
- Please consider supporting our efforts to reduce the risk of social isolation for the vulnerable population of people with #aphasia by donating to the Aphasia Institute. *[insert personal fundraising page]*

TikTok

- Make a video that speaks from the heart about how important our mission is to you.
- Kick off a challenge: for every one of your followers who posts using the hashtag #TalkWalknRoll, do something silly or give a certain amount of money to our cause

Instagram Stories

- If possible use "swipe up" and link to your personal fundraising page
- Share why you're giving and ask your followers to do the same
- Post with an image or video: Support my goal of raising *[insert \$]* for the annual #TalkWalknRoll with the Aphasia Institute. I will be *[talking/ walking/ rolling]* on July 25th!

Tips/Other Options

- Simple language, attention grabbing image.

- Talk about the walking aspect. (participate by joining your community, family members or even yourself)
- Share personal stories to raise awareness

More Tips & Content:

Here are some ideas for what to post on your channels to help get your followers excited and inspired to give for the Talk, Walk, n Roll. We also encourage you to **create your own content and tell your story**. You know what will inspire your followers to take action and give. We'd love for you to post across channels to reach as many people as possible.

IMAGES & VIDEOS

- Images that represent the fundraiser - example:



- Images of you walking or rolling, or with your TWR blue t-shirt (if you have one)
- Videos that represent the fundraiser. Examples:
 - No One Left Behind: <https://vimeo.com/571681441>
 - Let's Talk About Aphasia: <https://vimeo.com/364053584>

TAGGING & HASHTAGS

- Make sure to tag us so we can share your posts! See our handles above
- Hashtags you can use:
 - #aphasia
 - #donate
 - #give
 - #giveback
 - #fundraising
 - #inspire
 - #aphasiaawareness
 - #support

We encourage you to be creative in motivating your followers! Here are some ideas:

- Run a fundraiser using Instagram Stickers or Facebook's fundraising tools. Go live on Instagram and collect donations ([how-to](#))
- Add your personal fundraising link to your bio
- Change your Twitter display name to encourage support ("Support me in my #TalkWalknRoll fundraising")
- Add an Instagram donate sticker to your story
- Share your story or what inspires you to help
- Add a link to your work or personal email signature

Helpful Content for Messaging:

About the Aphasia Institute

The Aphasia Institute is a Canadian community-based centre of excellence, pioneering programs and practices that help people with aphasia learn how to communicate in new ways, and begin to navigate their own lives again. Through direct service, research, education and training, the Aphasia Institute gives hope to people with aphasia and their families by developing and sharing innovative solutions that reduce language barriers to full life participation.

About Aphasia

- Aphasia is a language problem that masks a person's inherent competence, and most dramatically affects conversational interaction (talking and understanding), as well as the ability to read and write.
- Aphasia is usually the lasting result of a stroke or brain injury, but may also be caused by other neurological conditions such as dementia or brain tumours. Aphasia may be classified as an invisible disability, though it is not well known or understood in the community.
- Many adults with aphasia know exactly what is going on, have opinions on issues, have the desire to socialize, and are capable of participating in decisions that pertain to them. But aphasia affects a person's ability to communicate feelings, thoughts and emotions, or the ability to understand what others say.
- Conversation is core to the ability to participate in virtually every realm of adult life.
- Without the ability to participate in conversation, every relationship, life role and almost every life activity is at risk. With additional reading and writing difficulties, the impact is devastating. The results are not only barriers to accessing services and information in stroke/health care, but also an inevitable loss of self-esteem and a profound sense of social isolation.

- There are over 100,000 Canadians living with aphasia today. One in three stroke survivors are diagnosed with aphasia. The number of people with this devastating disorder is expected to increase significantly as the population ages.

If you have any other ideas or suggestions you would like to provide, please feel free to reach out!

Thank you for your support and have fun sharing!