



YWCA of San Diego County
WALK A MILE IN HER SHOES®



SOCIAL MEDIA MESSAGING

GENERAL RECOMMENDATIONS

- Post links to your fundraising page on Facebook and Twitter. Regularly update your page with new messages and photos to keep your supporters pumped!
- Post pictures of yourself getting ready for the walk, as well as photos from past events on the YWCA Facebook page. If you don't have photos for your fundraising page, borrow ours! Check out graphics in our [toolkit](#) and photos on [Flickr](#).
- Remember to use the hashtag #WAMSD17 whenever possible and tag us in your posts ([@YWCA of San Diego County](#) on Facebook and [@YWCASanDiego](#) on Twitter).

FACEBOOK

- Game on! Join me on October 14 for #WAMSD17 [@YWCA of San Diego County](#). Register now and help end domestic violence. <http://bit.ly/WAM17Register>
- Join me — help end domestic violence. I'll strut my best high heels on October 14 for [@YWCA of San Diego County](#)! Check out how you can support #WAMSD17. <http://bit.ly/WAM17>
- Step up. Speak out. I'm going to #WAMSD17 for [@YWCA of San Diego County](#). Donate and help me reach my personal goal of [INSERT FUNDRAISING GOAL] to help end domestic violence! [INSERT LINK TO PERSONAL FUNDRAISING PAGE].
- 1 in 4 women are victims of domestic violence. #WAMSD17 on October 14 for [@YWCA of San Diego County](#). Donate now and help transform lives! [INSERT LINK TO FUNDRAISING PAGE]
- Can you sport a pair of heels for a mile? Prove it! Get tickets for #WAMSD17. [@YWCA of San Diego County](#) <http://bit.ly/WAM17Register>
- Guys, show the ladies how it's done! Register today for #WAMSD17. [@YWCA of San Diego County](#) <http://bit.ly/WAM17Register>

TWITTER

- I'm going to #WAMSD17 for [@ywcasantiego](#). Donate now! [INSERT LINK TO FUNDRAISING PAGE]
- Can you walk a mile in heels? Prove it! #WAMSD17 [@ywcasantiego](#) <http://bit.ly/WAM17Register>
- Take the challenge! Register for #WAMSD17. [@ywcasantiego](#) <http://bit.ly/WAM17Register>
- 1 in 4 women are victims of domestic violence. Donate now & transform lives! [INSERT LINK TO PERSONAL CROWDRISE FUNDRAISING PAGE] [@ywcasantiego](#) #WAMSD17
- Together we can break the cycle of domestic violence. Join [@ywcasantiego](#) & help save lives! #WAMSD17 <http://bit.ly/WAM17>
- Step up. Speak out. Help end domestic violence. Join [@ywcasantiego](#) & help transform lives! #WAMSD17 <http://bit.ly/WAM17Register>