

#whatwouldyougive

2017 Digital and Social Media Toolkit



Follow The Campaign

- Follow and share your story using the hashtag #whatwouldyougive. And please ask your network to SHARE.
- Browse challenges and tools to get involved on our [website](#)
- Like us on [Facebook](#)
- Follow us on [Twitter](#) @alstdi
- Post your photos on [Instagram](#) @alstdi
- Watch our videos on [YouTube](#)
- Email us with stories, content, or to talk to our team at wwyg@als.net

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Post on Facebook

- Post about your challenge, tag @speed4sarah and @alstdi, use hashtags #whatwouldyougive and #ALSTDI, and link to our site www.als.net/what-would-you-give/
- Sample post:
“Join me, @speed4sarah and @alstdi this August in the fight to #EndALS by participating in the #whatwouldyougive campaign! Learn more about how you can join here! AND PLEASE SHARE! www.als.net/what-would-you-give/”

Time to Tweet

- “76 years is too long. Time to #endals today! #whatwouldyougive #LouGehrigsDisease www.als.net/what-would-you-give”
- “Mark your calendars because 8/1 is coming soon! What will you give? #whatwouldyougive @alstdi www.als.net/what-would-you-give”
- “Have you joined the #whatwouldyougive campaign? Sign up today at www.als.net/what-would-you-give/”
- “Give what you can to make a difference for ALS Research. #whatwouldyougive @alstdi www.als.net/what-would-you-give”

Instagram

- Post a picture of yourself before the challenge holding a #whatwouldyougive sign to spread awareness.
- Document and post photos during the challenge in August to show to your supporters!



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ALS THERAPY DEVELOPMENT
INSTITUTE



CONTACT US

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