



Walker Social Media Recommendations

How to Use Social Media to Raise Money

Social Media Posts: Big Picture

- In the weeks leading up to the Walk, be sure to post on all your social media platforms to share your participation in the Walk and to ask for donations. See the “Suggested Social Media Posts” page for sample messages.
- When posting pictures on Facebook, be sure to use the Indiana AIDS Walk Facebook frames.
- Add the Indiana AIDS Walk frame to your Facebook profile picture.
- Always thank your donors! Get creative with how you show your gratitude. Here are a few ideas:
 - Post a ‘thank you’ on their personal wall as well as your own.
 - Change your profile picture to an image of your latest donor.
 - Create an Instagram story highlight where you feature all your donors.

Live Sessions

- Schedule at least one Facebook or Instagram Live session before the official Walk date.
- Use the Live to encourage friends and family to join you or donate to your personal page.
- Share your Live video on your other social media platforms to increase your reach.
- Be sure to see the “Facebook Live: Mobile Device” and “Facebook Live: Laptop/Desktop” pages for instructions on how to put on a live session on Facebook.
- Be sure to see the “Instagram Live: Mobile Device” page for instructions on how to put on a live session on Instagram.



Walker Social Media Recommendations

Suggested Social Media Posts


Here are a few messages to get you started, but be sure to add your own personal touch!

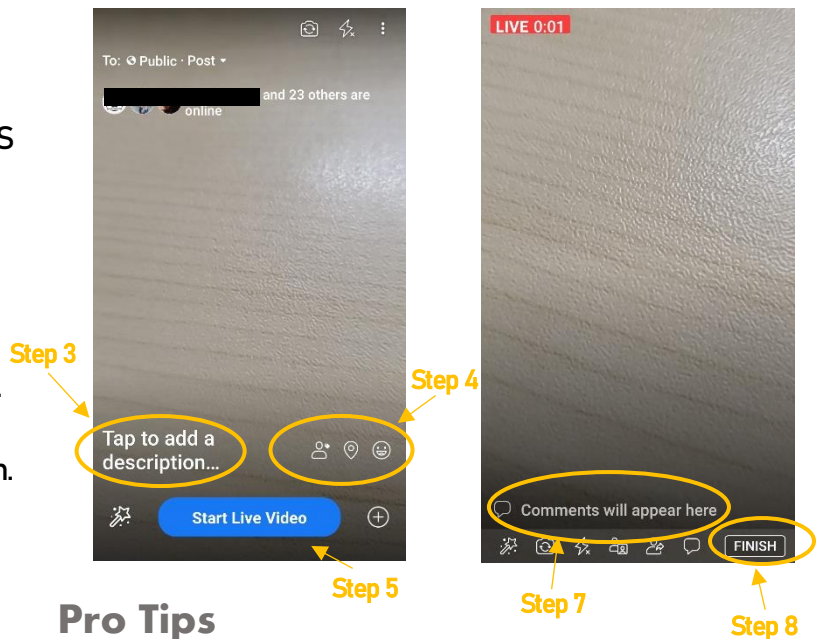
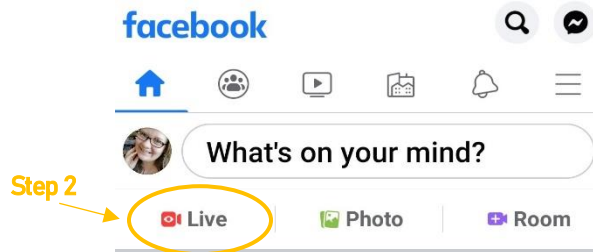
- Please join me for the Indiana AIDS Walk. Register to walk with me or donate at <insert personal fundraising page link>. All dollars we raise go to the Gregory R. Powers Direct Emergency Financial Assist (DEFA) fund. DEFA dollars bridge financial gaps for Hoosiers living with HIV.
- The More the Merrier - Social Distance Style! Join me in challenging family, friends, and colleagues to participate in the Indiana AIDS Walk - virtually. Register to walk with me or donate at <insert personal fundraising page link>.
- Keeping Hoosiers living with HIV connected to health care is as important now as ever. Dollars we raise for the Indiana AIDS Walk provide unrestricted and direct financial assistance to pay for everything from groceries to transportation. Please donate to my Indiana AIDS Walk page online <insert link to personal page>.
- Please donate to my Indiana AIDS Walk page online <insert link>. Dollars raised for the Walk ensure Hoosiers living with HIV have the freedom to put their treatment first by providing financial assistance for groceries, insurance, transportation, medicine, housing, or any other necessities.
- As someone living with HIV, I walk in the Indiana AIDS Walk. During this pandemic, it is more important than ever for me to continue in these efforts. Will you join me? Register to walk with me or donate at <insert personal fundraising page link>.
- Please join me and the Indiana AIDS Walk as we raise money to support Hoosiers living with HIV. I started myself off with <insert how much you donated>, but I can't do it alone. Please help me reach my goal by donating at <insert personal fundraising page link>.
- As someone living with HIV, I want you to know how hopeful my future is. The Indiana AIDS Walk makes antiretroviral therapy (ART) a priority for Hoosiers living with HIV. If you want to know how ART makes my viral load undetectable, ask me.



Facebook Live: Mobile Device

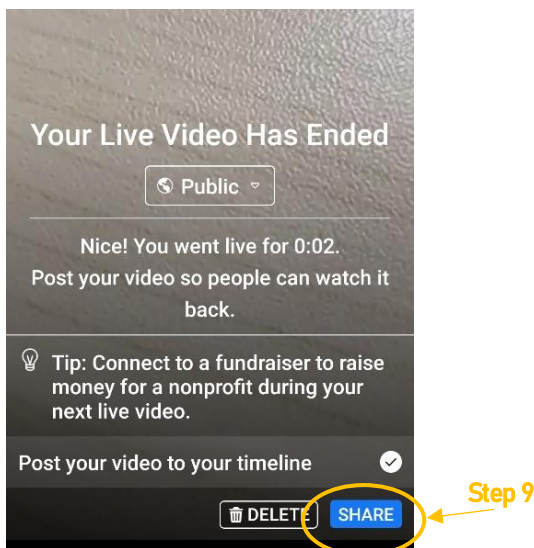
9 Easy Steps for a Facebook Live on Mobile

1. Open Facebook on your mobile device or tablet.
2. Click to create a post on the top of your news feed and choose the  icon.
3. Your camera will open, and you can add a description to your video.
4. You have the option to tag other people, add a location, or add a feeling.
5. When you are ready, click the blue “Start Live Video” button.
6. During the Live, share why the Indiana AIDS Walk is important to you and thank your friends and family for their support.
7. During your video, you will see comments appear at the bottom of the screen from your viewers. Take some time to engage with the people commenting on your video. Have fun with it!
8. When you are done, click the “finish” button.
9. Once the Live has stopped, share the video on your timeline and with your friends and teammates!



Pro Tips

- Tell your friends that you are going live at a certain time so they can be online on time.
- Be sure to talk into the speaker.
- If using selfie mode, try to keep the phone an arm's length from your face. Or get a friend to film you!
- Take a moment to feature or interview the friends and family with you during the Live.
- Don't just stop at one video! Schedule weekly or biweekly Lives and keep the momentum going!

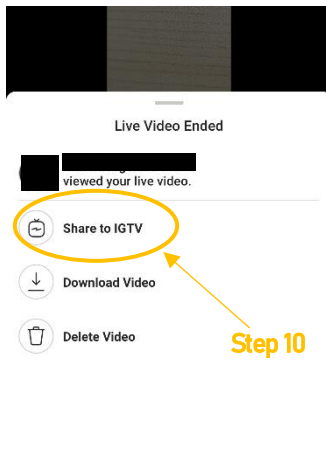
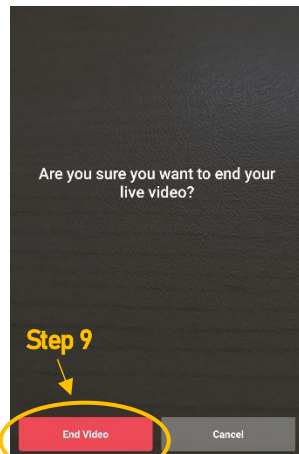
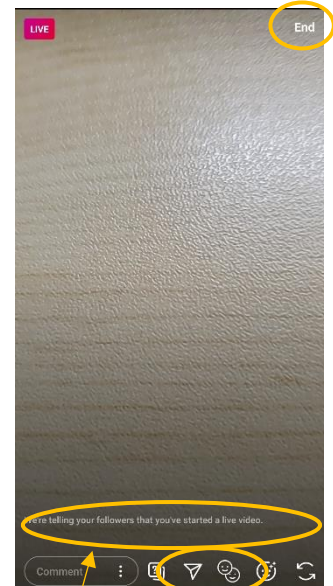
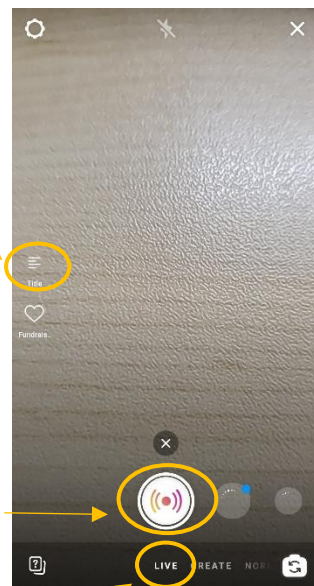




Instagram Live: Mobile Device

10 Easy Steps for an Instagram Live on Mobile

1. Open the Instagram app on your mobile device or tablet.
2. Go to your profile and click the blue plus sign by your profile picture*.
3. Your camera will open, and the bottom black bar will say "NORMAL." Scroll the bar to the far left where it says "LIVE"
4. To the left, you have the option to title your video before you start recording.
5. Click the circle button at the bottom to start the Live.
6. Once you start your video, you have the option to add other people and share the video with your followers.
7. During the Live, share why the Indiana AIDS Walk is important to you and thank your friends and family for their support.
8. During your video, you will see comments from your viewers appear at the bottom of the screen. Take some time to engage with the people commenting on your video. Have fun with it!
9. When you are done, click the word "End" at the top of the screen and then the red "End Video" button.
10. Once the Live has stopped, click "share to IGTV" so your friends and teammates can see it!



Pro Tips

- Tell your friends that you are going live at a certain time so they can be online on time.
- Be sure to talk into the speaker.
- If using selfie mode, try to keep the phone an arm's length from your face. Or get a friend to film you!
- Take a moment to feature or interview the friends and family with you during the Live.
- Don't just stop at one video! Schedule weekly or biweekly Lives and keep the momentum going!

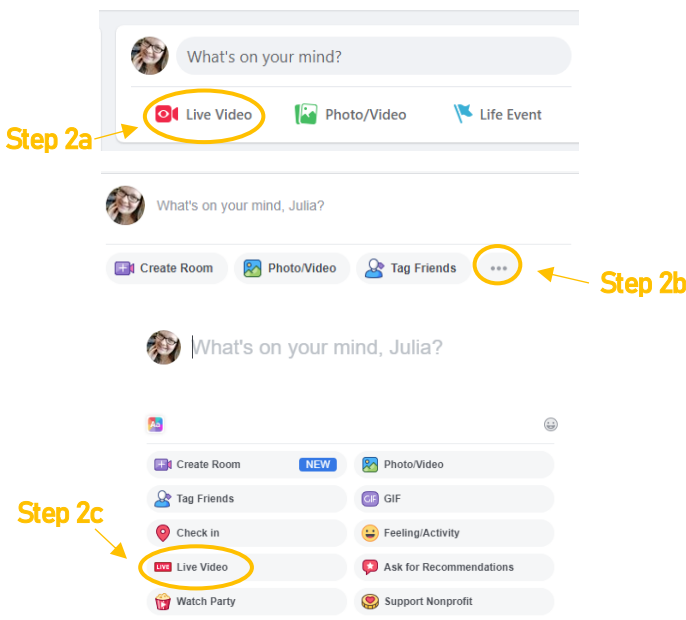
*These instructions are for people who have not posted a story in the past 24 hours



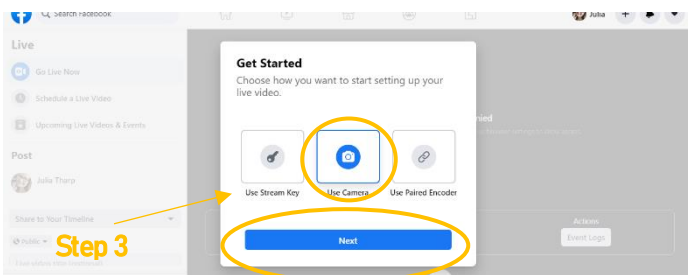
Facebook Live: Laptop/Desktop

9 Easy Steps for a Facebook Live on Your Laptop or Desktop

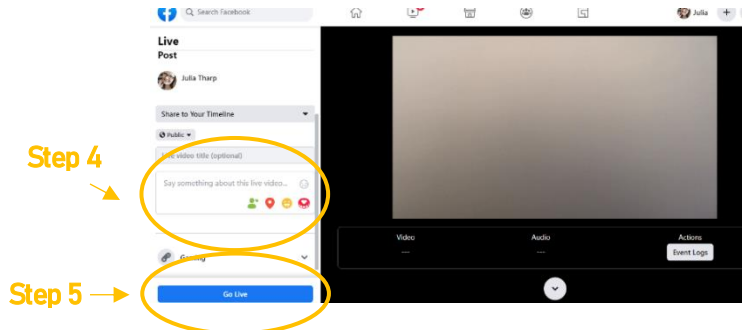
1. Open Facebook on your laptop or desktop.
2. Click to create a post on the top of your news feed and choose the “Live” icon (2a). If you don’t see the live video option, choose the 3 dots to the right (2b) and then hit the live option in the bottom left (2c).



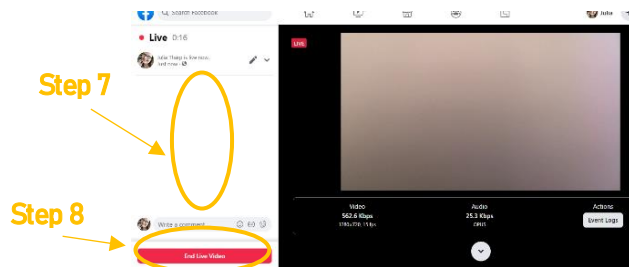
3. Select “use camera” option and click next.



4. You have the option to title your video, tag other people, add a location, or add a feeling.
5. When you are ready, click the blue “Go Live” button.



6. During the Live, share why the Indiana AIDS Walk is important to you and thank your friends and family for their support.
7. During your video, you will see comments from your viewers appear to the left of the screen. Take some time to engage with the people commenting on your video.
8. When you are done, click the red “End Live Video” button in the bottom left hand of the screen.



9. Once the Live has stopped, click “View Post” to see your video on your timeline. Be sure to share it with your friends and teammates!

