



Alzheimer Society

Share your walk: Social media tips

Thank you for registering for the IG Wealth Management Walk for Alzheimer's, which raises awareness of the more than 17,000 York Region residents living with Alzheimer's disease and other dementias and funds to support programs and services.

To help promote the walk, share your participation and encourage others to do the same, share your news on social media.

Sharing your walk on social media

- Tell your network you have joined the walk
Include updates on fundraising goals and ask your network to support you.
Don't forget to tag the Alzheimer Society of York Region (AS York) and use the hashtag #IGWalkforAlz .
Learn how you can tag AS York below.
- Share what you are doing through words, photos and videos.
If it's OK for AS York to use your pictures and information on their social media, website, newsletters and videos, email items to Yolanda Mol Amelink at ymolamelink@alzheimer-york.com
- Tell your social network why you are walking.
Do you have a personal connection to the disease? Can you tell your person's story in photos and words? Want to share it on a larger scale? Contact Yolanda for more details on how to share your story

Tagging AS York

Tagging means connecting your post to AS York so we can in turn share your post and comment on it.

Facebook	@AlzheimerSocietyYork
Instagram	@alzheimeryr
LinkedIn	Alzheimer Society of York Region
Twitter	@ASYork1

A tip for using Twitter – don't tag AS York at the beginning of a post or after a period as that will direct the tweet to AS York rather than it going to everyone who follows you. Use hashtags sparingly.

Why #IGWalkforAlz hashtag

The walk has an app that collects all mentions of the hashtag and your post will automatically be shown on the front page of the WalkforAlzheimers.ca website. Your social media postings will have to be set for public for the system to see it. How do you do that? Learn how in this Facebook post:

<https://www.facebook.com/help/233739099984085>

For questions:

Social media, website, newsletters, storytelling: Yolanda Mol Amelink, ymolamelink@alzheimer-york.com

IG Wealth Management Walk for Alzheimer's (registration, sponsorship): Karen Bond, kbond@alzheimer-york.com

To host an event to raise money for AS York: Karen Bond, kbond@alzheimer-york.com

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YORK REGION