

WALK TO REMEMBER

— WALK, ROLL OR GATHER —

SOCIAL MEDIA TIP SHEET

Use hashtags: #WTR2026 #WalkToRemember

Tag us: @centreforgriefandhealing

There are a variety of free social media websites and tools for you to use

- [Canva](#) (for easy graphic design)
- [Facebook](#)
- [LinkedIn](#)
- [Instagram](#)
- [TikTok](#)
- [X](#) (Formerly known as Twitter. Microblogging, 280-character limit)
- [YouTube](#) (video)

TIPS:

- Keep your posts informal, heartfelt, and conversational.
- Personalize your messages by sharing who you're honouring at Walk to Remember.
- Tag Centre for Grief & Healing and your team members!
- Engage with your followers — respond to comments and messages.
- Share photos, graphics, and videos to bring your posts to life.
- Celebrate milestones (ex: reaching fundraising goals, team achievements).
- Use Stories, Reels, and short videos for quick, engaging updates.
- Post consistently leading up to the event to maintain excitement.
- Share content from the Centre for Grief & Healing to amplify the cause.
- Use short links on X and Instagram bios (Bitly.com, ow.ly, or tinyurl.com can shorten links for you).
- Cross-post on multiple platforms for maximum reach.
- Take advantage of our Social Media Content Bank to save time and stay inspired!

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POST IDEAS:

- Share who you are honouring at Walk to Remember and why.
- Post a countdown (ex: "3 months to go!" "30 days left!").
- Show your team preparing — t-shirt designs, fundraising efforts.
- Celebrate reaching a personal fundraising goal (even small wins!).
- Encourage friends and family to donate or join your team.
- Share a "thank you" post to everyone who supports your fundraising efforts.
- Post photos or videos from past Walk to Remember events if you have them.
- Highlight the impact: every amount raised supports grief programs.
- Create a short video sharing why Walk to Remember matters to you.
- Ask your followers: "Who would you walk for?" and invite them to share in the comments.
- After the event: Share photos from event day and your reflections.