

Driving Social Media

www.stepsforlife.ca

**TIP
01**

Make the time.

Make the commitment to use social media as an additional tool to promote your Steps for Life event and to engage your participants.

**TIP
02**

Take the lead.

Assign a committee member to take on the social media responsibilities - perhaps recruiting specifically for this role, i.e., a student.

**TIP
03**

Have a plan.

Make a rough plan of Facebook posts for the entire Steps for Life planning cycle (September to May) - highlighting key dates and planned activities for your local event.

**TIP
04**

Use your photos.

Use pictures whenever possible, followers are more likely to comment and post where there is an image + keep text simple and to a minimum.

**TIP
05**

Ensure committee involvement.

Encourage committee members to like and share your Steps or Life posts on their own Facebook profiles - spread the word even further through personal networks.

**TIP
06**

No need to reinvent the wheel.

Share the National Steps for Life and Threads of Life posts. There's lots of information out there that you can re-publish on your own community Facebook pages - use it.

**TIP
07**

Stay current.

Try to post regularly - at least once or twice a week - so the page remains active and your followers will stay interested.

**TIP
08**

Share your stories.

Encourage committee members to share a brief note about WHY they are walking and/or volunteering and post on social media.

**TIP
09**

Use social media for many purposes.

Use social media to thank sponsors, welcome new and returning teams, acknowledge successes and post upcoming event information for your Steps for Life walk..

**TIP
10**

Don't stop posting.

Try to keep posting during the summer to maintain some page activity and keep followers following. There's lots of good news post walk stories to share.

