



WE'RE **ONE TEAM**
VS. ALZHEIMER'S
MAY 2-4, 2019

IN SUPPORT OF
Baycrest



SOCIAL MEDIA TOOLKIT

SPREAD THE WORD!

Social media can be a powerful tool to help spread your message and a great way to ask your friends and families to support your team and fundraising goals.

Let your network know you are participating, update them on your fundraising efforts, share photos and videos of your journey and more! Here are some sample posts to help you get started:

FACEBOOK SAMPLE POST

I have signed up to play in The Scotiabank Pro-Am for Alzheimer's in Support of Baycrest, the largest hockey charity event in North America! This coming May, I will be hitting the ice to support the @BaycrestFoundation and join one team vs. Alzheimer's – but I need your help!

Support my team and help me #StickIt2Alz! To date, this tournament has raised more than \$34 million to support care, research, innovation and education into Alzheimer's disease and other related dementias but there is still more to do to change the future of brain health. [INSERT LINK TO FUNDRAISING PAGE].

INSTAGRAM SAMPLE POST

I have signed up to play in The Scotiabank Pro-Am for Alzheimer's in Support of Baycrest, the largest hockey charity event in North America! This coming May, I will be hitting the ice to support @Baycrest and join one team vs. Alzheimer's – but I need your help!

Support my team and help me #StickIt2Alz!

To date, this tournament has raised more than \$34 million to support care, research, innovation and education into Alzheimer's disease and other related dementias but there is still more to do to change the future of brain health. Visit the link in my bio to donate!

***Ensure fundraising link has been added to bio section of Instagram profile before posting.**

TWITTER SAMPLE POST

Support my team in The Scotiabank Pro-Am for Alzheimer's supporting @SupportBaycrest & let's #StickIt2Alz! Funds raised will support care, research, innovation & education into Alzheimer's & related dementias [INSERT LINK TO FUNDRAISING PAGE].

SOCIAL IMAGES

FACEBOOK



Click the image to download or [click here](#).

INSTAGRAM



Click the image to download or [click here](#).

TWITTER



Click the image to download or [click here](#).

FACEBOOK PROFILE PICTURE FRAME

Add our Scotiabank Pro-Am frame to your Facebook profile picture and let your friends and family know you are participating in this year's tournament!

DESKTOP

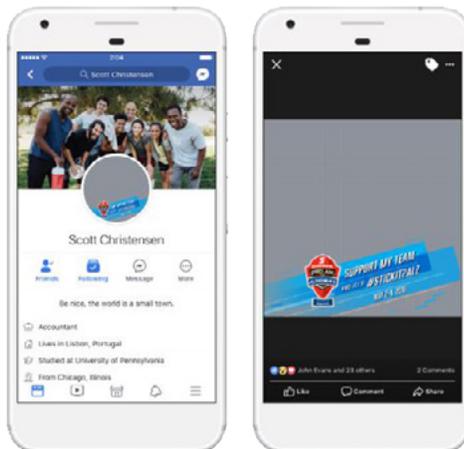
To add a frame to your profile photo, simply go to www.facebook.com/profilepicframes

1. Search for our frame by entering "*Scotiabank Pro-Am*" in the search bar
2. Choose our frame from the results
3. Include how long you would like this frame to last for on your profile photo
4. Click *Use As Profile Picture*

MOBILE

To add a frame to your profile picture, simply go to your profile on the Facebook app.

5. Tap your profile picture to edit
6. Then tap *Add Frame*
7. Search for our frame by entering *Scotiabank Pro-Am* in the search bar
8. Choose our frame from the results
9. You can include a message with your profile picture change
10. Include how long you would like this frame to last on your profile picture by tapping *Make Temporary* and choose your time frame
11. Tap *Save*



SOCIAL MEDIA TIPS

SHARE OFTEN

Keep your friends and family up-to-date on your fundraising progress and share updates on your social media platforms on a regular basis to keep them engaged. We recommend sharing an update once a week!

TELL YOUR STORY

Tell your friends and family why you are participating, whether you have a connection to the cause or why you decided to participate in this year's tournament and make a difference.

USE VISUALS

If it's your first time participating, use the visuals provided in this toolkit. If you've participated in the past, share photos from previous years.

GET YOUR TEAM INVOLVED

Don't be the only participant from your team to post on social, get your teammates to post too! Tag your team on your posts and have them post on their social channels as well. More exposure means more potential donations towards your fundraising goal!

TRACK ENGAGEMENT

Did someone comment on your post? Did they ask a question? Make sure to stay on top of your social media post engagement and answer any questions asked. Don't know the answer? Send us a message or tag us on your post and we would be happy to answer with more information!

TAG US ON YOUR POSTS!

Make sure to tag the Baycrest Foundation on your social media posts and use the hashtag #StickIt2Alz when possible!

On Facebook, tag **@BaycrestFoundation**

On Instagram, tag **@Baycrest**

On Twitter, tag **@SupportBaycrest**