

MEDIA TOOLKIT

SOCIAL MEDIA

Thank you for participating in this year’s PWSA | USA Walk a Mile in their Genes Advocacy Campaign! Social media promotions around your fundraising efforts are intended to raise awareness about the important work PWSA | USA is doing for the PWS community and to encourage others to donate to your personal fundraising page. We hope you will join us in these efforts by sharing the customizable messages below on your own social media platforms.

SOCIAL MEDIA TOOLKIT

1

Choose your social media platform(s) to post your message. Be sure to set up an account if you don’t have one.

Select ‘post’ if you’re on Facebook/LinkedIn/Instagram, or ‘tweet’ if you’re on Twitter (X).

2

Copy and paste any of the posts below!

Choose from the posts about the Walk a Mile campaign located on the next page to promote your fundraiser.

3

Tag PWSA | USA in your posts!

Use the ‘@’ button with ‘PWSAUSA’ on Facebook, LinkedIn, Instagram, and Twitter (X). You can also use the hashtag #WalkAMile2024!

4

Customize your social media posts.

You do not have to post our recommended social media content. We encourage you to be creative and share your own ideas too! Tell your personal story, share photos of your loved ones, tell your followers why you support PWSA | USA’s advocacy initiatives – the sky is the limit!

**CAMPAIGN
TIMELINE**

January 16 – March 18, 2024

**OFFICIAL
HASHTAG**

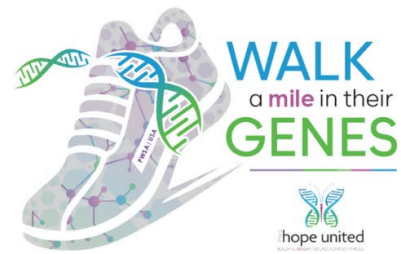
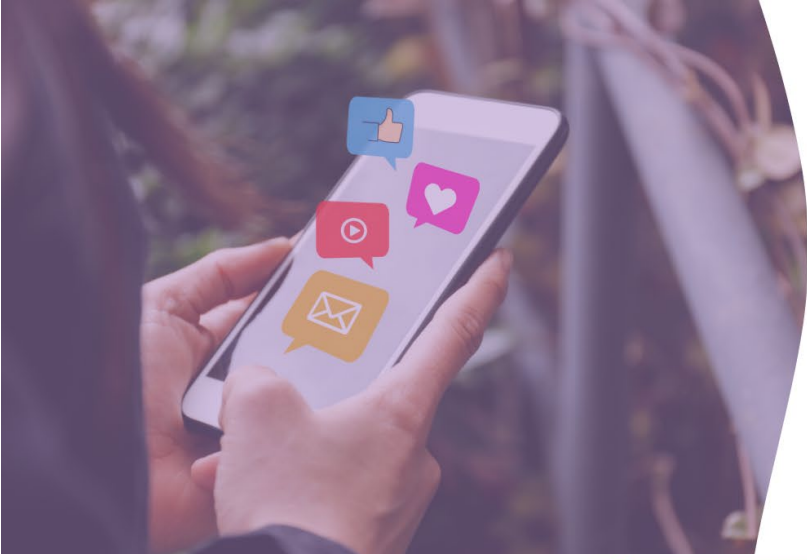
#WalkAMile2024

LINK

<https://wam2024.justgiving-sites.com>

POSTING TIP:

Share a photo of your family or loved one living with PWS with the post captions OR utilize JustGiving’s GIF creator for your personal page by [clicking here](#). You can also use the generic social media graphics on the last page of this document.



MEDIA TOOLKIT

SOCIAL MEDIA



Facebook Post #1

Hey friends! I've joined forces with @PWSAUSA for their Walk a Mile in their Genes Advocacy Campaign, and I need your support! Prader-Willi syndrome (PWS) is close to my heart, and I'm raising awareness and funds for important advocacy initiatives. Together, we can be the voice that brings positive change to the PWS community. Click the link to donate and be a part of something incredible: [\[Insert Donation Link\]](#)

#WalkAMile2024

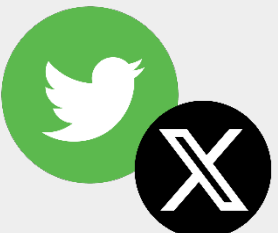
Facebook Post #2

Hi friends! I'm helping @PWSAUSA by raising awareness and donations for their Walk a Mile in their Genes Advocacy Campaign. Here's how our efforts will make an impact:

1. Join me in supporting the 100-person D.C. Fly-In event this May! Community members will have the opportunity to talk face-to-face with legislators, advocate for policies, and make a real difference.
2. Help celebrate National PWS Awareness Day on May 15th! Let's shine a light on PWS and spread awareness far and wide.
3. Support the mission to get PWS recognized on each state's list of developmental disabilities. Every state matters!
4. Exciting news! PWSA | USA is launching a grant opportunity to aid those speaking on behalf of the organization and community. Your donations will help cover travel and accommodation costs, ensuring our message reaches even more ears.

Click the link to donate and be a part of something incredible: [\[Insert Donation Link\]](#)

#WalkAMile2024



Tweet #1

Step up for the Walk a Mile in their Genes Advocacy Campaign! Join me in supporting PWS awareness and advocacy through @PWSAUSA. The campaign ends March 18th. Let's make a difference together! Click to donate: [\[Insert Donation Link\]](#)
#WalkAMile2024

Tweet #2

I'm making strides for PWS advocacy with @PWSAUSA's Walk a Mile in their Genes Campaign! Let's raise awareness and funds for positive change. Your support matters! Click to contribute: [\[Insert Donation Link\]](#)
#WalkAMile2024



📱 I am stepping up for a cause that's close to my heart! ❤️ Join me in @pwsausa's Walk a Mile in their Genes Advocacy Campaign for Prader-Willi syndrome (PWS) awareness and support.

YOU can help make a difference in the lives of those with PWS, including my loved one [\[insert name\]](#)! Every donation counts.

📅 Contributions can be made to my personal fundraising page through March 18th at [\[Insert Donation Link\]](#). Your support would mean the world to me and my family, and countless others!

#WalkAMile2024 #PWSAwareness #AdvocacyCampaign #MakeADifference



I am excited to be part of @PraderWilliSyndromeAssociation's "Walk a Mile in their Genes Advocacy Campaign" for Prader-Willi syndrome (PWS) awareness! ❤️ Let's make a positive impact together.

🌐 Our goal is to raise funds for PWSA | USA's advocacy initiatives, including supporting legislative policy changes and awareness events.

📅 The campaign ends March 18, 2024. Your contribution matters! Visit my personal fundraising page at [\[Insert Donation Link\]](#) to donate and be a force for positive change.

#PWSAdvocacy #WalkAMile2024 #MakingADifference



Film yourself sharing your personal story and why PWS advocacy matters to you and your family! This can be a simple "selfie" recording on your phone that you can either send to PWSA | USA to have uploaded to our YouTube page, which you can then share with your network, or simply upload the video directly to your Facebook, Instagram, Twitter, or LinkedIn pages. If you'd like to share your recorded video with us, please send the file to communications@pwsausa.org or via Facebook messenger.

If you have any questions or would like additional social media assistance, please contact us at advocacy@pwsausa.org. Thank you for spreading the word!

[Generic Walk a Mile Social Media Graphics on next page]

Facebook/LinkedIn/Twitter size graphic:

[Click here to download](#) (when the link opens, right click on the image, and save it to your computer)



Instagram size graphic:

[Click here to download](#) (when the link opens, right click on the image, and save it to your computer)

