

6 Team Captain Tips for Social Media



1 Like/Follow your local Down syndrome organization's social media profiles, as well as the ds-connex profiles (@dsconnex on Twitter, Facebook & Instagram). Stay informed about upcoming Team Captain contests!

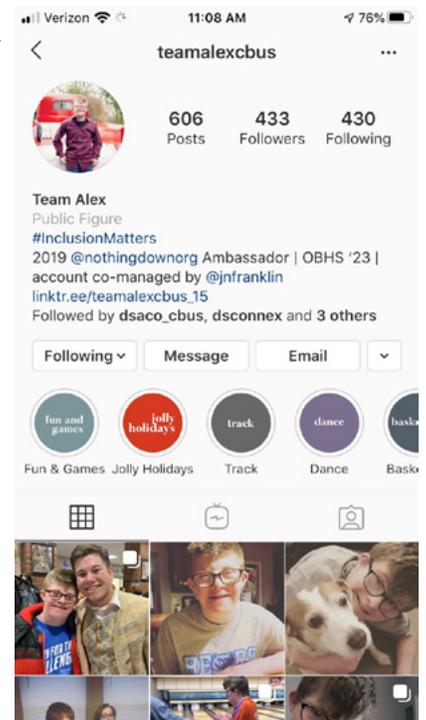
2 Engage on your local Down syndrome organization's social media posts to help generate excitement for the event.

3 Create a Facebook page and Instagram account for your walk team, where you can post year-round about your loved one with Down syndrome and use it specifically during walk season to promote your walk team fundraising.



4 Share the link to your team page on your social media profiles (or community page) on a regular basis. A few ideas for posts you can make are:

- Save The Date post
- Announce your team page has been created and encourage your network to join or donate.
- Post pictures from previous years as #TBT and #FBF posts and encourage support.
- Promote your team fundraisers and encourage people to participate.
- Set a fundraising goal and celebrate milestones along the way. Let your network know how close you are to certain amounts and encourage them to help you reach them.
- Ask for a specific amount on a certain day, for example, "Help us reach \$1,500 by the end of the day! Only \$250 to go," or have a weekly event like \$10 Tuesdays.
- If your event encourages team captains to solicit sponsorships, network via social media to secure support.
- Use apps like WordSwag & Canva to create branded images that will help you reach more people with your message.
- Share how your local Down syndrome organization and the walk event has impacted your loved one with Down syndrome and your family.



5 Live post your experience on the day of the walk. This is a great way for virtual supporters of your team to feel a part of the day. Don't forget to use the event hashtag in your posts!

6 Post-walk, celebrate your fundraising success and show your appreciation to the generous supporters who helped you reach your goal. Let them know how the funds will impact the life of your loved one with Down syndrome.