

CROP Hunger Walk Social Media Guidelines

Suggested Timeline

3 Months before Walk Day – 2 Weeks before Walk Day:

Facebook: Weekly Posts

Twitter: Daily Tweets

Suggested Facebook content:

- Stories of the impact that CROP Hunger Walk donations make – can be found under the “[Stories](#)” section of the [CWS](#) website
- Facts & statistics about the work of local agencies
- Announcement & reminders about Recruiter Rally
- Price points (i.e. “Thinking about how much you can raise? Consider this: \$50 is enough to provide seeds & tools to three families!”)

Suggested Twitter content:

- Link to CWS stories and resources on our website
- Facts & statistics about the work of local agencies
- Announcements & reminders about Recruiter Rally
- Price points
- Countdown (by week) until the Walk
- News stories about hunger locally
- Information on the work that the Walk supports
- Retweeting content from [@CWS_Global](#)

2 weeks before Walk day – Walk Day

Facebook: Daily Posts

Twitter: 2-3 Tweets/Day

Suggested Facebook content:

- Updates about income raised online so far
- Countdown to Walk day
- Logistical reminders - bring water bottle, wear specific color, bring your dog, etc.

Suggested Twitter content:

- Updates about income raised online so far
- Directing folks to Walk website

- Countdown to Walk day
- Logistical reminders
- Reminders about the work that the Walk supports

Walk Day – 1 Month after Walk Day:

Facebook: Weekly Posts

Twitter: Tweets 3-4 times/week

Suggested Facebook content:

- Photos from the Walk
- Thanking everyone who walked and donated
- Preliminary & final totals
- Instructions for how to submit late income

Suggested Twitter content:

- Photos from the Walk
- Thanking everyone who Walked and donated
 - Include handles for local business sponsors
- Preliminary and final totals
- Links to Walk website to donate online

1 Month after Walk Day – 3 Months before Walk Day:

Facebook: 1-2 Posts/Month

Twitter: 1-2 Tweets/Week

Suggested Facebook content:

- Sharing content from CWS Facebook (great for holidays!)
- #TBT (ThrowBack Thursday) photos from previous years' Walks
- Facts about global or local hunger
- Announcements about planning meetings as needed

Suggested Twitter content:

- Retweeting content from @CWS_Global
- #TBT photos from previous years' Walks
- #FF local agencies
- Facts about global or local hunger
- Announcements about planning meetings as needed

Potential Content

Photos:

[Here](#) is a collection of photos that can be used for CROP Hunger Walk Facebook pages.

Please remember to always include photo credits when posting these photos.

Inspirational quotes:

- "There are people in the world so hungry, that God cannot appear to them except in the form of bread." — Mahatma Gandhi
- "Make us worthy, Lord, to serve those throughout the world who live and die in poverty or hunger. Give them, through our hands, this day their daily bread; and by our understanding love, give peace and joy. Amen." ~ Mother Teresa of Calcutta
- "We need to stop the dying and start the living; stop the hunger and start the hoping." - Penelope Cruz
- "The freedom of man, I contend, is the freedom to eat." - Eleanor Roosevelt
- "The war against hunger is truly mankind's war of liberation." - John F. Kennedy
- "When people were hungry, Jesus didn't say, 'Now is that political, or social?' He said, 'I feed you.' Because the good news to a hungry person is bread." - Bishop Desmond Tutu
- "If we can conquer space, we can conquer childhood hunger." - Buzz Aldrin
- "Hunger is not a problem. It is an obscenity. How wonderful it is that nobody neet wait a single moment before starting to improve the world." - Anne Frank
- "No one cares how much you know, until they know how much you care." - Theodore Roosevelt

Countdown to the Walk marking major milestones:

- 6 Months
- 12 Weeks
- 10 Weeks
- 6 Weeks
- 4 Weeks
- 3 Weeks
- 2 Weeks
- 1 Week
- This coming Saturday/Sunday

CWS Social Media Accounts

CWS social media is a great source of content to share. You are encouraged to follow us here:

- [CWS Facebook Page](#)
- [CROP Hunger Walk Facebook Page](#)
- [CWS Twitter Feed](#)
- [CWS on Google+](#)
- [CWS & CROP Hunger Walk on YouTube](#)