



# Social Media Best Practices

## Suggested Timeline

### **Prior to the Walk - 3 months before Walk Day through 2 weeks before Walk Day:**

*Weekly Posts minimum, but daily posting is recommended.*

Create personalized local hashtags to promote your local Walk; e.g. #FullertonCROPHungerWalk #ATXCHW (Austin TX CROP Hunger Walk)

#### **Suggested content:**

- Registration push - promote online registration/fundraising - connect online account to Facebook Fundraiser
- Stories of the impact of the Walk – “[Stories](#)” on the [CWS](#) website or Themed Resources at [crophungerwalk.org](http://crophungerwalk.org)
- Facts and statistics about local agencies—share posts from agency Facebook pages to your Facebook page. Also share in your Instagram Story
- Announcement and reminders about Team Captain Rally. Create an official “Facebook Event” for the Rally.
- Impact amounts (can be found on many different materials and memes provided)
- Photos from the Rally - get photos of the Team Captains and “introduce” them on Facebook/Instagram. Remember to tag their team
- Set up a Facebook “Event” for the Walk. Send, invite and promote the Event
- Volunteer recruitment for Walk Day support
- Share posts from the official CROP Hunger Walk & CWS Facebook and Instagram pages
- Search and follow other CROP Hunger Walks around the nation for more ideas
- Use official CROP Hunger Walk hashtags: #CROPHUNGERWALK #ENOUGH4ALL
- Recruit 3-5 social media friends from your own network that will comment/like/share your posts
- Weekly countdown to Walk Day
- News stories about local hunger facts and issues
- Information about what that the Walk supports through CWS
- Testimonials - pre-record or live interviews. Record on Zoom linked to Facebook or simply use Facebook Live
- Local agency interviews and features. Interview a representative from the local agencies your Walk supports or have them give a virtual tour of their agency that you can post.
- Highlight each of your local agencies.

### **2 weeks before Walk Day**

*Daily Posts until Walk Day*

#### **Suggested content:**

- Updates about income raised to date
- Daily countdown to Walk Day
- Logistical reminders - bring water bottle, wear specific color, bring your dog, etc.
- Fundraising push – tips or tricks
- Publish content from Themed Resources at [crophungerwalk.org](http://crophungerwalk.org)
- Videos and photos from past years to show how fun the event is
- Direct people to Walk fundraising website
- Reminders about the local and global impact of the Walk
- Thank corporate/business sponsors individually. Be sure to tag them

**-Continued**

## **Walk Day**

Go LIVE on Facebook/Instagram

- Make sure you promote going Live ahead of time. Save the Live videos so you can repost later
- Include video from the previous walks to show what will happen at the Walk today
- Post videos as you set up for the Walk
- Livestream the Send-Off Program so those walking virtually or on their own can be a part of the festivities

## **Walk Day to 1 month after Walk Day:**

*Weekly Posts*

### **Suggested content:**

- Use photos from the Walk—tag the teams that are in the photos
- Thank everyone who walked and donated—tag them in your posts
- Post preliminary and final totals
- Share instructions for how to submit late income
- Have a final push to round up their numbers—or Second Mile income
- Link to your Walk website and Facebook Fundraisers to donate online

## **After the Walk - 1 month after Walk Day through 3 months before Walk Day:**

*Post at least twice monthly*

### **Suggested content:**

- Share content from CWS and CROP Hunger Walk Facebook and Instagram pages—great for holidays!
- #TBT (Throwback Thursday) photos from previous years' Walks
- Facts about global or local hunger
- Announcements about planning meetings
- Recruit committee members with specific asks around tasks for which you need help
- Highlight top fundraisers

### **Additional Content:**

**Photos:** Can be downloaded from the Themed Resources area or [HERE](#). Also- you will find a tremendous backlog of downloadable graphics or images on the [Facebook Page Here](#).

**Cream of the CROP.** Highlight your Walk using the national ranking or create your own TOP 5 CREAM OF THE CROP list

**Inspirational quotes.** Find quotes [HERE](#) or use any quotes from the national CROP Hunger Walk Facebook Page.

### **Countdown to the Walk marking major milestones:**

6 Months, 12 weeks, 10 weeks, 6 weeks, 4 weeks, etc.

### **CWS Social Media is a great source of content to share.**

Follow us here:

[CWS Facebook Page](#)

[CROP Hunger Walk Facebook Page](#)

[CWS Instagram Account](#)

[CROP Hunger Walk Instagram Account](#)

[CWS Twitter Feed](#)

[CWS & CROP Hunger Walk on YouTube](#)