



WORLD HEALTH RUN - Social Media Planning

WORLD HEALTH RUN has created a social media infrastructure that your organization and local groups can easily leverage to benefit your involvement and the engagement of your members. While we expect that we will see a great deal of organic local creativity in expression around this event, we have compiled a few pointers to help us to collectively foster a broad conversation. This will be helpful while we create the space for what might develop at the local levels surrounding conversations and a social presence. So, to get started... tag World Health Run accounts in your social media posts about the race!

Follow/like our social media accounts.

- FACEBOOK: <https://www.facebook.com/worldhealthrun>
- TWITTER: <https://twitter.com/worldhealthrun>
- INSTAGRAM: <https://www.instagram.com/worldhealthrun/>

Here are a few more ideas:

1. Use #WHR2018 as a unifying tag.
2. Post at least one Facebook Live with a representative from your group to promote your group, your group's project, and the event. This can either be done on your page (and shared on **WORLD HEALTH RUN**'s page) or we can coordinate to do it directly on **WORLD HEALTH RUN**'s page.
 - a. See <https://live.fb.com/about/>
3. Co-brand posts that promote both your mission and the race.
 - a. Example: A video/blog post/badge that highlights a partner organization, utilizing their logo and a few words about why they support the race and its mission.
4. Tag **WORLD HEALTH RUN** and we can share your content on our pages!
 - a. Use the @worldhealthrun tag on all platforms (make sure post is public) or
 - b. #WHR2018 on Twitter and Instagram
5. Coordinate with Mary Owen (Social@WorldHealthRun.org) from **WORLD HEALTH RUN** to start developing content!