



10 Ways to Use the Social Media Toolkit

TIP 1: UPDATE YOUR PROFILE PICTURE

Change your profile picture on social media or your PFF Walk fundraising page using one of our **profile frames**.



TIP 2: SNAP A SELFIE

Personalize the **PFF Walk Selfie Sign**, print it out, and post it on social media.

TIP 3: CREATE A FUNDRAISING GOAL POST

Share a toolkit graphic to tell your community about your fundraising goal and why it's important, and make sure to include a link to your fundraising page for easy access!

TIP 4: ADD A GRAPHIC TO YOUR EMAIL SIGNATURE

Include a toolkit image in every email you send to share why you walk, highlight your team, and promote your fundraising campaign.

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PRO TIP: Use our hashtag **#PFFWalk** to spread the word and connect with others who are doing the same, and be sure to tag **@PFFORG** and in your posts for wider reach and support.

TIP 5: CREATE A COUNTDOWN POST

Feature one of the toolkit's images to let your social media network know how many days are left before the big event!



Only 3 days left before my team and I come together to walk to show our support for the pulmonary fibrosis community! If you would like to show your support too, you can join my team or donate now to help reach our fundraising goal.



Let's come together to raise awareness and funds for pulmonary fibrosis. Register today!

TIP 6: SHARE FUNDRAISING GRAPHICS VIA TEXT OR EMAIL

Download one of the toolkit's graphics and send it to friends and family by text or email, inviting them to support you!

That sounds great!
I will register now.

TIP 7: POST A PFF RESOURCE

Share some **pulmonary fibrosis knowledge**! Download one of the toolkit's graphics and post it with information from our website to help others learn more about the disease.

TIP 8: USE THE TOOLKIT GRAPHICS FOR A VIRTUAL BACKGROUND

Set one of the toolkit's images as your Zoom background to raise awareness for the PFF Walk.



PRO TIP: Be sure to repost and comment on other supporters' posts to drive engagement in the community and learn more about why others are participating in the PFF Walk.

TIP 9: SET AN IMAGE AS YOUR PHONE BACKGROUND OR LAPTOP SCREEN

Keep the PFF Walk at the top of your mind and use your new background as a conversation starter wherever you go!



TIP 10: TAG YOUR FRIENDS!

Tag (using the @ symbol) 3 or more of your friends who you think should participate in the nearest PFF Walk!



Thank you for your fundraising efforts as we walk together toward a cure for pulmonary fibrosis!

We can help!

Contact our team at **855.WalkPFF** (855.925.5733) or **PFFWalk@pulmonaryfibrosis.org** for support and more ideas on how to kick-start your fundraising campaign!