

# Social media guide



## Posts



- Choose one of the square graphics for LinkedIn or Facebook and portrait graphics for Instagram

### LinkedIn or Facebook (square)



### Instagram (portrait)



- Take a look at our **Sample Social Media Copy** for suggested accompanying captions

## Stories



- Choose one of the *Instagram Stories* graphics and **Save to Photos** on your phone
- On your phone gone to the Instagram app and select the + icon in the top left



- Select **STORY** from the bottom menu and then **Create** from the left hand menu
- Select the sticker icon at the top of the page



- Select the **Photo** sticker and select the image from your photos



- You may need to pinch to zoom in on the photo and set it at the correct size
- Go to your **JustGiving page** and copy your fundraising link
- Go back to the Instagram app and access the **Link** sticker via the sticker menu



- Paste in your JustGiving URL and customise sticker text to “Donate here” before moving the sticker



- Note that these two graphics intentionally have some space below the images in case you want to add in your own messaging



## Top tips

- Make your social posts your own by adding in why you are running for Whizz Kidz, updates on your training and fundraising and of course, all the action from race day!
- Add your fundraising link to your bio to make it as easy as possible for your network to donate.
- Selfies and videos from runs or screenshots from Strava are another way to get friends involved in your training journey.
- Don't forget to tag us in your posts!

 @whizzkidz

 @whizzkidzuk

 @whizz-kidz