

Social Media Tips

Best Practices

- ALWAYS post a photo or video with your post—you'll get more traction and engagement!
- Use the hashtags #runwithAaron and #TeamJDRF with all your posts and tag us @jdrfnjmetro!
- Turn off your [privacy setting](#) so we can easily reshare your post on our Facebook!

Example Posts: Leading up the Run

I am running (virtually) with JDRF President & CEO Dr. Aaron Kowalski on April 26!

⇒ Option 1: Why? Because even in these tough times, we're mindful that JDRF's mission matters to so many. The search for cures for #T1D can't stop. Please consider donating \$1, \$5, \$10, or whatever you can to help keep the momentum going for #T1D research. No donation is too small. [[Add Fundraising Page Link](#)]

⇒ Option 2: There is no doubt we have all felt the economic strain this global pandemic has placed on our families, friends, and communities. The research community is no different. The cancellation of spring fundraising events across the nation will have a dramatic impact on JDRF's capacity to continue to fund important type 1 diabetes (T1D) research. If you are able, please consider making a donation to the JDRF -- a foundation that has provided decades of hope to myself, my family, and the #T1D community. [[Add Fundraising Page Link](#)]

⇒ Option 3: Because #T1D doesn't stop and neither do I! Your support now, more than ever, will allow JDRF to keep their mission moving forward and stay apace with the tremendous research momentum. [[Add Fundraising Page Link](#)]

#RunWithAaron is just a couple weeks away! My training [[add more details about distance, time etc.](#)] is going well.

⇒ Option 1: I'm looking forward to running with our #T1D community on April 26! It's nice to get outside, away from the TV, and run with my family - I've found joy in it! Join me in the virtual run! Here are more details on how you can get involved: . Let's cross the finish line together. <https://bit.ly/2UXMRtP>.

⇒ Option 2: And, I'm [[Add \\$ amount](#)] from hitting my goal. Your support now, more than ever, will allow JDRF to keep their mission moving forward and stay apace with the tremendous research momentum. If you are able to, please consider making a donation of any amount. It all matters. [[Add Fundraising Page Link](#)]

⇒ Option 3: I'm inspired by stories of JDRF community members showing ingenuity, commitment, and tenacity—individually and collectively. We motivate each other into action as we work together to change lives for people living with #T1D. That's why I've made it my goal to raise [[Add \\$ amount](#)] for my virtual run and I'm asking you to join me or support me! [[Add Fundraising Page Link](#)]