



Social Media Guide for HOW's 5K Plus

Sharing the HOW 5K Plus on social media:

We are so excited for you to join us for this year's 5K plus! One of the best ways to let your friends and family know what you are doing (and hopefully donate a few dollars!) is by sharing on social media. You can share your training routine, facts about HOW, ask for donations, or even share your 5K pump up playlist! In order to help make sharing easy for you HOW has come up with a few tips and tricks!

Hashtags and Links:

Here are the hashtags we are using for the event: **#5kyourway #HOW5kplus #HOW #socialdistancerunner #housing #Chicago #runforacause**

When you're posting, don't forget to **tag HOW** using the handles italicized below.

Here is the link to our 5k Plus web page to link in your posts: <https://www.how-inc.org/5kplus>

Our Social Media Handles:

Facebook - *@HOWEmpowering*

Instagram - *@how_empowering*

Twitter - *@HOWEmpowering*

Linked-In - <https://www.linkedin.com/company/how-empowering>

Posts:

Share our event page and encourage your friends to donate or sign up to participate! You can join from anywhere in any way you want, so be sure to emphasize you don't have to be a runner or be located in Chicago to join the event.

Example post: There's nothing like getting out in the spring in Chicago! Join me in running HOW's 5K plus, a do-it-yourself 5K to help raise money to support Chicago's most vulnerable populations.
#5kyourway #HOW5kplus

Example post: Join me in running your own #5kyourway to raise funds for @how_empowering a Chicago based housing nonprofit! Run with me to be my social distance accountability partner!
#socialdistancerunner

Example post: Who has 2 legs, good intentions, and is participating in a 5K for families transitioning out of homelessness? This person! I am so excited to be part of the HOW 5K plus this year, check out their website to see the work they do and support me in this challenge! www.how-inc.org/5kplus #5kyourway #runforacause #HOW5kplus

Starting in May HOW will be promoting the event heavily on all platforms. The easiest way you can help is to reshare our posts on all platforms!

Graphics:

Of course we want you to share photos of what you are doing the day of the 5K Plus, but if you want to share some of HOW's branded content before the race, please feel free to download some.

We have also created a Facebook Frame for you to use to promote the event on your profile picture, try it out today! https://www.facebook.com/profilepicframes/?selected_overlay_id=485851445766328