

Social Media Shareable Toolkit

Channels

Facebook: facebook.com/TheTerryFoxFoundation

Twitter: twitter.com/TerryFoxCanada

Instagram: instagram.com/terryfoxfoundation

LinkedIn: linkedin.com/company/terry-fox-foundation

YouTube: youtube.com/terryfoxcanada

Sample Posts (Facebook and Instagram)

Simply copy and paste or create your own. Don't forget to attach an image (like one of the great shareable images provided!)

- This year, <School name> is so proud and excited to participate in the Terry Fox School Run on (date). To date, our school has raised <\$xxx>for cancer research! Help us continue the tradition by showing your support. This year, our goal is <\$xxx> and you can donate to support cancer research <school fundraising link> while building fantastic school spirit! Thank you for supporting our school in the fight against cancer and keeping Terry's dream alive! #terryfoxschoolrun @terryfoxfoundation #tryliketerry
- This year (School Name/Classroom) is participating in the #TryLikeTerry Challenge. We hope to reach our fundraising goal of (amount) by (task, ex. Walking 1km every day, biking), just like Terry challenged himself every day. Please donate to our online fundraising page (link) to support your child's classroom efforts to reach their goal and raise funds for cancer research. #tryliketerry #terryfoxschoolrun @terryfoxfoundation
- For this year's Terry Fox School Run, we will #TryLikeTerry! Just as Terry had to try every day and push himself to overcome obstacles, our students will try to challenge themselves everyday with their own #TryLikeTerry challenge. Donate at (school/classroom fundraising link) today to support our students in their efforts today! #tryliketerry #terryfoxschoolrun @terryfoxfoundation

Sample Posts (Twitter)

Simply copy and paste or create your own. Don't forget to attach an image (like one of the great shareable images provided!)

- Shout out to our student leaders of <school name> for this year's Terry Fox Run! Let's support them as they work hard to inspire and motivate us to fundraise for cancer research. Donate today <school link> to reach our goal. #terryfoxschoolrun

- Today kicks off the start of our Terry Fox School Run! Help us reach our goal of <\$xxx> by donating to. Be sure to post all your Terry Fox activities with the hashtag #tryliketerry. Have a great run! @Terryfoxfoundation
- Follow our school on social media as we Try Like Terry to hit our fundraising goal! We've set a goal of \$____! If you would like to help us hit that goal please donate to @terryfoxfoundation #tryliketerry

Links to Some Great Shareable Videos (15 and 30 seconds)

40 Years of Hope – [15 sec](#) / [30 sec](#)

Try Like Terry – [30 sec](#)

Join the School Run – [30 sec](#)

Try Like Terry and Donate to Cancer Research – [30 sec](#)

[View More videos on our YouTube Channel](#)