

## **SOCIAL MEDIA RESOURCES**

Social media is a powerful tool, with 2.3 billion active social media users around the globe. We're asking you to tap into your social media skills to share our mission and values, along with your experience and your commitment as a supporter of Carry The Load.

We've provided several example posts and tips for Facebook, Twitter and Instagram that you are welcome to use as is, or customize to fit your voice and channels. We encourage you to use #CarryTheLoad, so together, we can create a stronger voice.

### **Relay Start (April 28, 2017):**

*Facebook:* And they're off! [Carry The Load](#) began its Relay in Seattle today. Find an event in your city to help honor our nation's heroes here: [Relay Map #CarryTheLoad](#) [tag: Carry The Load | Link: [www.carrytheload.org](http://www.carrytheload.org) or your organization website]

*Twitter:* [#CarryTheLoad](#) began its Relay in Seattle today. Find an event in your city to honor our nation's heroes: [Relay Map](#)

### **National Moment of Remembrance 60 Sec PSA Release (May 7, 2017):**

*Facebook:* Join us Memorial Day in an act of national unity to honor & remember those who died in service to our country. [#CarryTheLoad](#) [tag: Carry The Load | Link: [www.carrytheload.org/remembrance](http://www.carrytheload.org/remembrance)

*Twitter:* Join us Memorial Day in an act of national unity to honor & remember those who died in service to our country.

### **Memorial Day Weekend:**

*Facebook:* [Carry The Load](#)'s National Relay is coming together in Dallas this Memorial Day weekend. We're proud to play a part in honoring our nation's heroes today and every day. [#CarryTheLoad](#) [tag: Carry The Load | Link: [www.carrytheload.org](http://www.carrytheload.org) or your organization website]

*Twitter:* We're proud to play a part in honoring our nation's heroes this [#MemorialDayWeekend](#). Share your story using [#CarryTheLoad](#).

\*\*\*Share Carry The Load's Facebook and Twitter posts encouraging participation in the National Moment of Remembrance at 3pm local time on Memorial Day.

### **Memorial Day National Moment of Remembrance (May 29, 2017 – 3PM Local time):**

*Facebook:* Wherever you are, pause today and join us in an act of national unity as we observe the National Moment of Remembrance at 3:00 p.m. to unity to honor & remember those who died in service to our country. [#CarryTheLoad](#) [Link: [www.carrytheload.org](http://www.carrytheload.org) or your organization website]

*Twitter:* Join us for the National Moment of Remembrance at 3:00 p.m. to honor those who paid the ultimate sacrifice. [#CarryTheLoad](#)

### **Fundraising**

*Facebook:* Join us in raising money for [#CarryTheLoad](#) by visiting [Donate to Carry The Load](#). Your contributions directly benefit 25 nonprofits committed to honoring our nation's heroes.

*Twitter:* Donate to [#CarryTheLoad](#) to help 25 nonprofit organizations continue providing services to our American heroes. [Donate to Carry The Load](#)

### **Additional Ideas**

- Create an event page on Facebook to invite your supporters, family and friends to join the cause and donate.
- Share a link to your team's registration page and encourage supporters to join your team and fundraising efforts.
- Share [this image](#) when Carry The Load is coming through your community.
- Submit individuals for Carry The Load to highlight using [#HeroOfTheWeek](#).
- Retweet and share media stories covering the Relay and Rallies.
- Retweet [@CarryTheLoad](#).

