



end sexual violence

WALK FOR CHANGE

SOCIAL MEDIA TOOL KIT

Official BARCC Social Media:



@barcc



/barcc.org



@barccofficial

Official Walk for Change Hashtags:
#BARCCWalk4Change #powerofyou

Tips & Tricks

- Follow BARCC on all official social media sites (SEE ABOVE)
- When promoting the Walk via social media, make sure to tag BARCC and use the official Walk hashtags
- See below for sample posts
- Show your support of BARCC by changing your Facebook profile picture, and cover pages for Twitter & Facebook (Instructions on next page)
- Be on the lookout for BARCC's posts on social media and re-tweet/share them to increase the impact and spread the word to your own networks

Questions or need further information? Please contact BARCC's Event Specialist

Lauren Siebal at events@barcc.org or (617) 649-1295



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Sample Facebook Posts

I just registered for the #BARCCWalk4Change ! Join me in helping the Boston Area Rape Crisis Center to end sexual violence. Register today at barccwalk.org/2017!

Looking to take action in your community? Join #BARCCWalk4Change by registering at barccwalk.org/2017.

Take the first step to end sexual violence, support #BARCCWalk4Change today! Register at barccwalk.org/2017 #powerofyou

Every 2 minutes someone in the United States is sexually assaulted. I'm doing something about it by participating in the #BARCCWalk4Change. You can help too by registering or donating at barccwalk.org/2017. #powerofyou

Facebook Profile Pic

[Click here](#) to access the Facebook profile picture. Right click the photo and select "save image as" to save the image to your computer. Follow these easy steps to update your profile picture on Facebook:

1. Login to Facebook
2. On the top right of the home screen click on your name to access your profile
3. Hover over your profile picture and click "Update Profile Picture"
4. Click "Upload Photo"
5. Search for the photo where it is saved on your computer
6. Zoom all the way out to set the thumbnail
7. Click "Save" and you are all set!

Consider posting about your fabulous new Facebook profile picture to help spread the word about the walk, here is some suggested language to get you started:

Join me in helping the Boston Area Rape Crisis Center to end sexual violence by participating in the #BARCCWalk4Change! Register or donate today at barccwalk.org/2017!



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Facebook Cover Photo

[Click here](#) to access the Facebook cover photo. Right click the photo and select "save image as" to save the image to your computer. Follow these easy steps to update your profile picture on Facebook:

1. Login to Facebook
2. On the top right of the home screen click on your name to access your profile
3. Hover over the camera icon in the top left corner of your cover photo and click "Update Cover Photo"
4. Select "Upload Photo"
5. Search for the photo where it is saved on your computer & click "Upload", reposition the photo if necessary
6. Click "Save Changes" and you are all set!





Sample Tweets

I'm going to #BARCCWalk4Change on 4/23 to end sexual violence. Join me by registering at [barccwalk.org/2017!](http://barccwalk.org/2017) #powerofyou @barcc

Help me help @barcc end sexual violence. Register today at [barccwalk.org/2017!](http://barccwalk.org/2017) #powerofyou #BARCCWalk4Change

Every 2 mins someone in the US is sexually assaulted. Register for @BARCC's #Walk4Change today at [barccwalk.org/2017!](http://barccwalk.org/2017)

My dog wants your help to end sexual violence. Can you say no to this face? #BARCCWalk4Change
#Bark4BARCC @barcc

YOU have the power to end sexual violence! Register for #BARCCWalk4Change today @ barccwalk.org/2017



Twitter Header Pic

[Click here](#) to access the Twitter header picture. Right click the photo and select "save image as" to save the image to your computer. Follow these easy steps to update your photo:

1. Login to Twitter and click the "Me" tab on the menu bar.
2. Click the gray Edit Profile button on the right side of the header section of your profile.
3. Click the camera icon in the center of the screen.
4. Click the Upload Photo button.
5. Once you've selected a file from your computer, click Open. Your photo appears in the header area of your screen.
6. Use the slider to adjust the size of your photo.
7. Click the "Apply" button when you finish adjusting your photo and you are all set!

Consider posting about your fabulous new Twitter header to help spread the word about the walk, here is some suggested language to get you started:

Join me in helping the Boston Area Rape Crisis Center to end sexual violence! Register or donate to #BARCCWalk4Change today! barccwalk.org/2017

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