



# STRENGTH IN ABILITIES

VIRTUAL EVENT: JUNE 18 TO 27

## SOCIAL MEDIA TOOLKIT

### BEFORE THE EVENT

#### UPDATE YOUR PROFILE

Don't forget to add our Twibbon to your profile picture! Search for Vecova's campaign and learn how to add the Twibbon [here](#).

#### USE EVENT HASHTAGS

Use #StrengthInAbilities and tag Vecova on whatever platform you are using. See below!

#### START POSTING

Start sharing your #StrengthInAbilities challenge encourage people to take up the challenge alongside you.

#### RAISE SUPPORT

Share your reasons for participating in the event and why Vecova is important to you to get a start on your fundraising goal.

### DURING THE EVENT

#### UPDATE YOUR PROFILE

If you haven't already done so, make sure Vecova's Twibbon is added to your profile to let people know you're participating!

#### USE EVENT HASHTAGS

Keep the #StrengthInAbilities community updated during the event and share your progress!

#### SHARE PHOTOS AND VIDEOS

Share pictures and videos throughout your challenge and keep your network updated on your progress.

#### RAISE SUPPORT

Keep fundraising! You can raise support by posting updates throughout the event with the link to the event page at [vecova.ca/strength](http://vecova.ca/strength).

### AFTER THE EVENT

#### UPDATE YOUR PROFILE

Once the event ends, you can remove the Twibbon from your profile. Follow [these steps](#) to update your picture.

#### USE EVENT HASHTAGS

Share stories about your challenge and congratulate others with #StrengthInAbilities.

#### SHARE PHOTOS AND VIDEOS

Take a photo with your certificate and celebrate your achievement with your friends and family once you're done!

#### THANK SUPPORTERS

It's important to send a thank you to all your supporters. Send them a message or special post to show your appreciation!

### FOLLOW US



@vecova



@wearevecova



@vecova

### STAY CONNECTED

Use **#StrengthInAbilities** in all your posts!

