



# **Social Media Tips**

## **Heart Foundation Walking**



We acknowledge that the Heart Foundation is spread across many of our traditional lands. We pay respect to all traditional owners of these lands and those who under custodial law are charged with nurturing and protecting country. We pay respect to elders past, present and emerging.





# Follow Our Social Channels

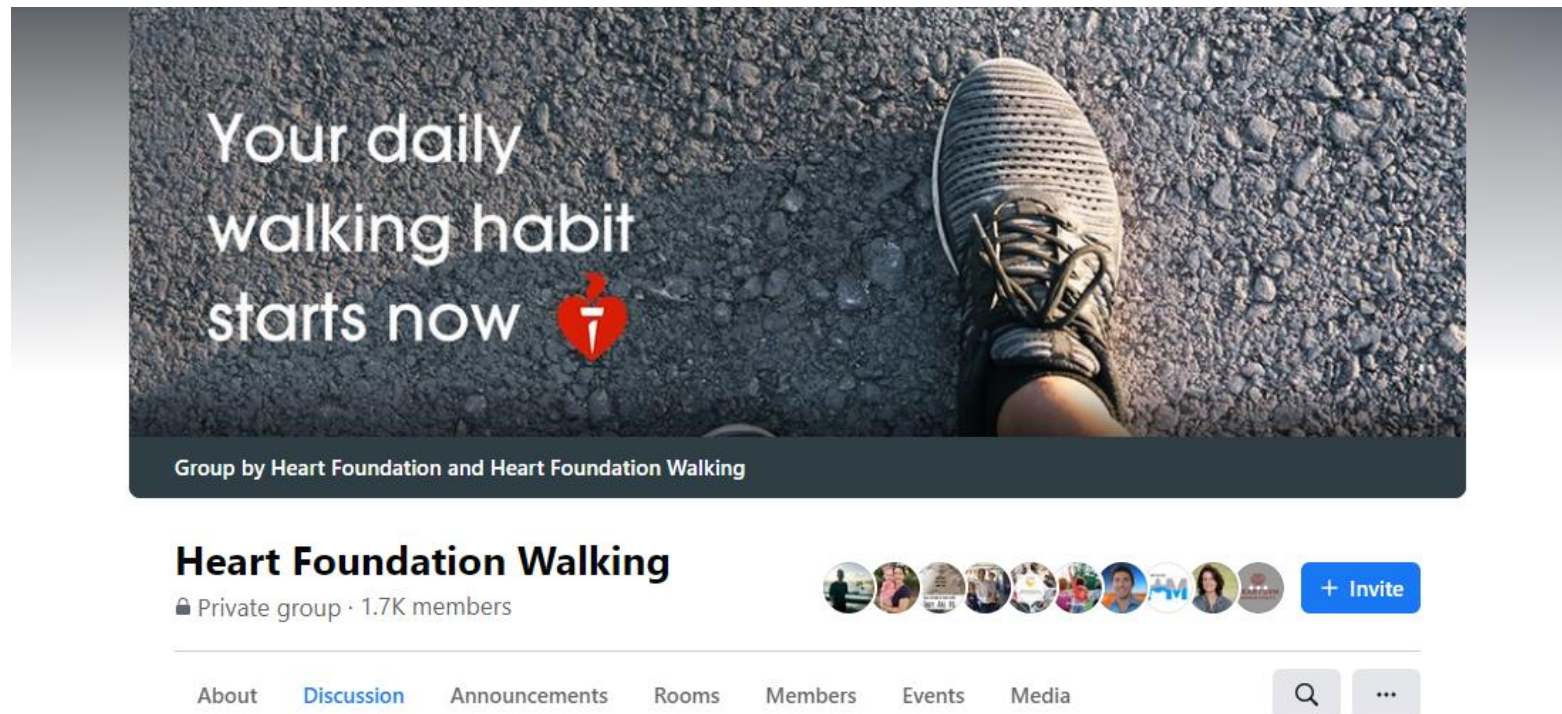


Heart Foundation Walking Facebook is one of the best places to ask questions, receive updates and share stories.

Make sure you are following:

Heart Foundation Walking Facebook page: <https://www.facebook.com/HFWalking/>

Heart Foundation Walking Facebook group: <https://www.facebook.com/groups/HFWalking>



# Engage with Our Page

We love to hear from you! So please send us questions, comment on the posts, share the posts and tag your friends.

Sharing walking posts and tagging your friends is the best way to spread the word about HFW and to grow our program.

*To tag a friend, simply press '@' and search for their name in the comment section.*



# Post On Your Own Account

Social Media is the best way to share what you've been up to with your walking friends and to encourage others to walk!

Post photos, and walking updates on your own account – but remember to always tag us and to use our hashtag: [#heartfoundationwalking](#)







superstare • Follow

superstare Whooop 1 million steps done as part of the prime ministers 1 million steps in 20 weeks challenge and 682 kms walked /run over this time. 6 weeks still to go so I'm still pushing on to see how much further I can get in this time #primeministers1millionsteps #primeministers1millionstepchallenge #stepchallenge #healthygirl #healthy2018startsnw #challengeyourself #heartfoundationwalking @heartfoundationaustralia @heartfoundationwalking



scadresearchaust • Follow

scadresearchaust This Sunday join our Brisbane 5k SCADaddle for Research and help raise much needed funds for Medical Research into the leading cause of heart attacks in women under 50 ❤️ @heartfoundationwalking @nationalheartfoundation . . . #Brisbane #kedronbrooke #thingstodoinbrisbane #brisbanewalk #brisbanefunrun #brisbanehealth #aushealth #brisbanemums #brisbanelife #brisbaneweekend #brisbanelocals #queenslandhealth #qldhealth #brisbanefundraiser #womensheart #womenshearts #heartattacksurvivors #scadheartattacks #beatscad #scadresearch #heartresearch #whatsonbrisbane #thingstodobrisbane #familywalk #5kwalk



JUNE 22

Add a comment...



# Hashtag it

The use of hashtags can help your photos be seen by more people and find more posts that interest you.

Popular hashtags can include places, activities and motivational phrases.

Some walking related hashtags include:

- #walking (15 million posts)
- #getoutside (12.3 million posts)
- #steps (1.4 million posts)
- #getactive (393 thousand posts)
- #stepchallenge (15 thousand posts)
- #walkinggroup (4 thousand posts)

Remember to remove the spaces between words when using hashtags.



# The power of sharing

Sharing is a great way to:

- Ensure more people see your content
- Let others know of upcoming events


When you share content it is not only seen by the contacts of the original poster but also all of the contacts of the sharer.

If you have a walking event or group launch please let HFW know as we can share it through our social media too.

# Create a Facebook Group

Facebook allows you to create private groups, where you and your members can post updates about walking times, share photos, and just catch up!

Create New Group



Groups are great for getting things done and staying in touch with just the people you want. Share photos and videos, have conversations, make plans and more.

Name your group

Wagga Wagga Walking Group

Add some people

Gavin McAlister

Suggested Gavin McAlister

Select privacy

Closed group

Anyone can find the group and see who's in it. Only members can see posts.

[Learn more about groups privacy](#)

☐ Pin to shortcuts

Create

Hey, 10am start this morning!  
See you with your walking shoes on.

Hey Everyone, changing  
today's location to  
Pinewood shopping centre  
due to the rain. See you all  
at 10!

Don't forget money for a  
coffee after the walk today.





## Share walking details

Social media pages or groups (e.g. the HFW Facebook group) are great places to outline the details of your walking group.

Creating posts that include walking details can:

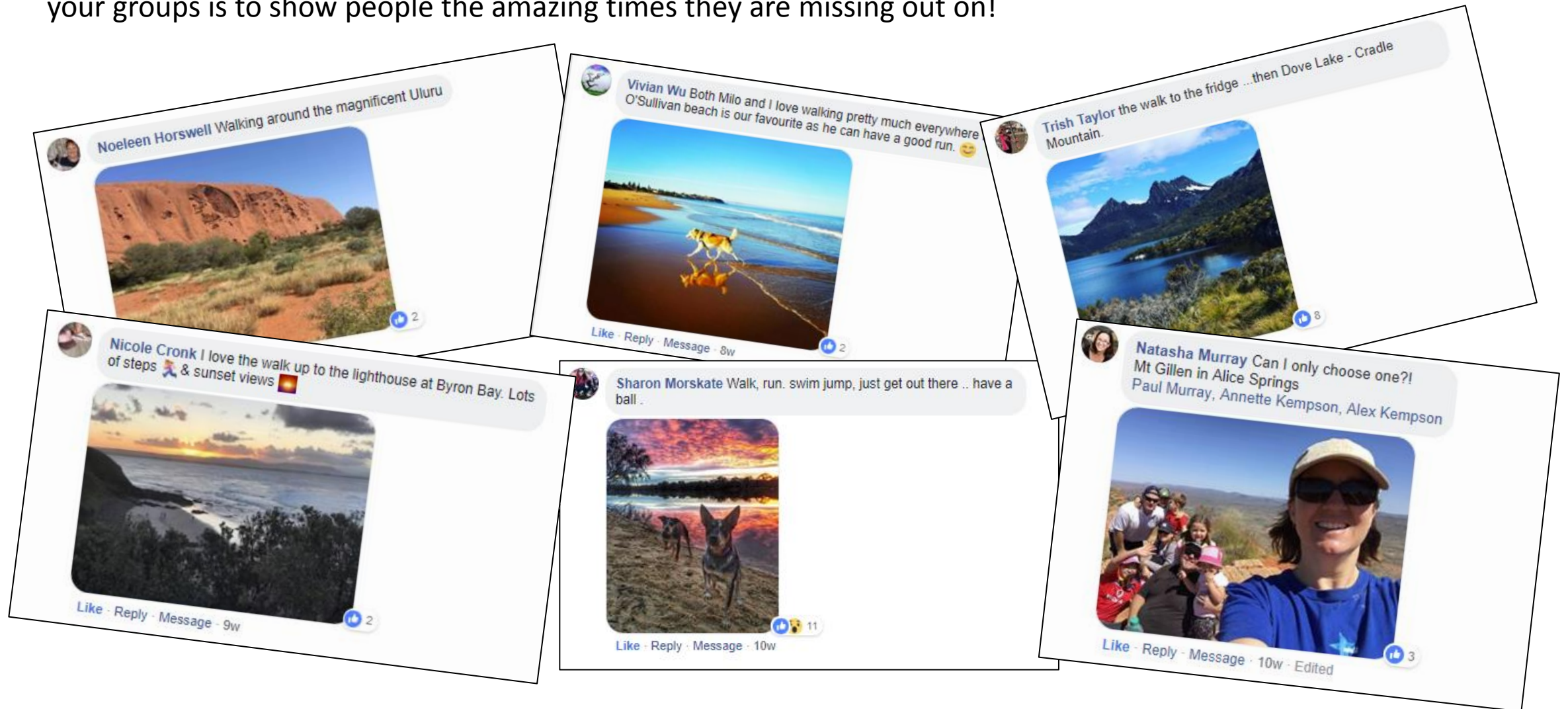
- Be useful for time changes for different seasons
- Attract new walkers as posts may appear on News Feeds.

Remember to tag your walkers, friends or other organisations that may be interested in your posts.

News Feed is the term used for where stories and posts appear on Social media.

# Send us Photos + Share Stories

Take photo's on your walks and send them to us to share. The best way to grow your groups is to show people the amazing times they are missing out on!



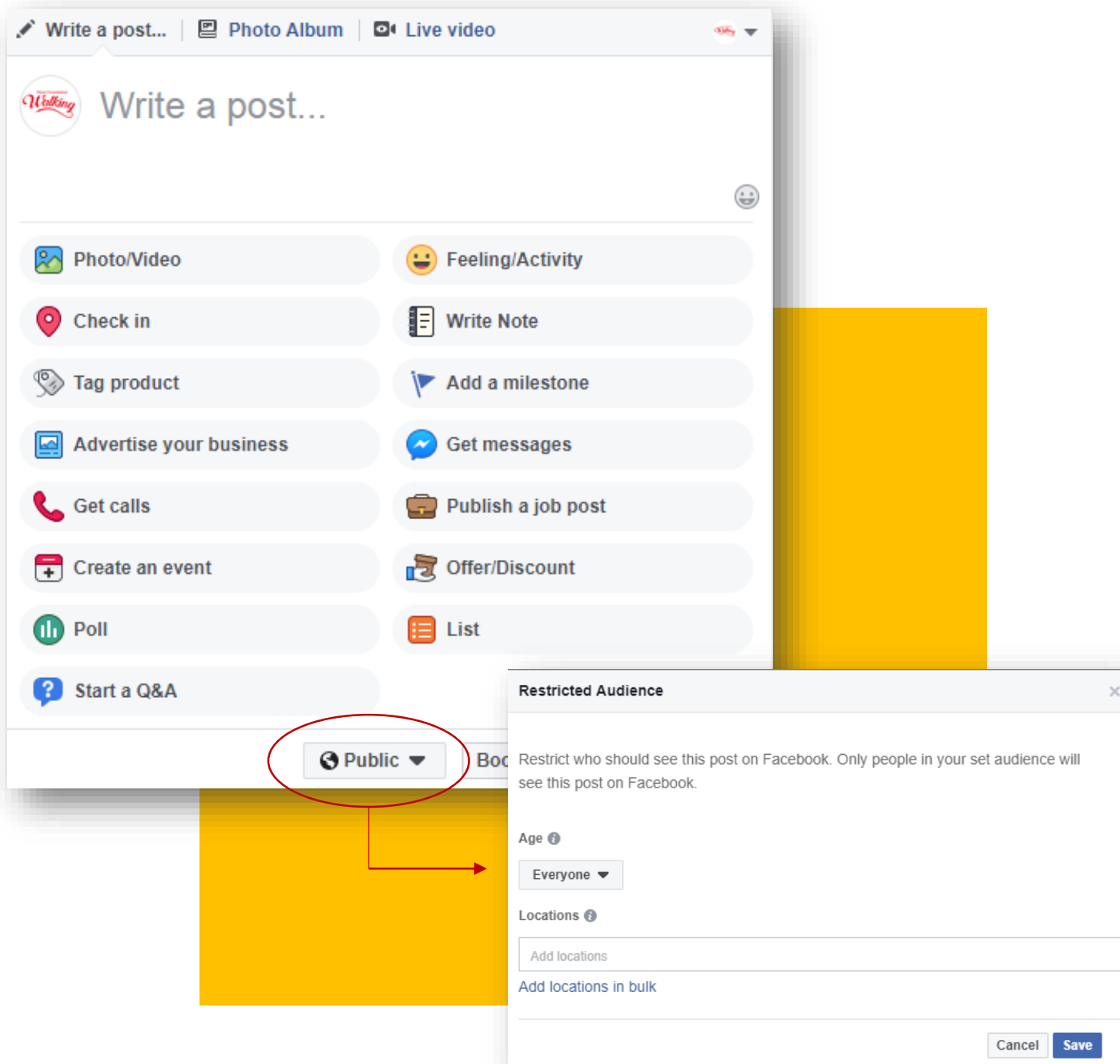
# Targeting a post

Facebook allows you to target posts to reach:

- A variety of ages
- Different Locations
- Multiple locations
- Areas within a radius

This function may benefit our Local Coordinators that wish to reach a specific audience.

Can also be handy for running events!





**Heart Foundation Walking**  
Published by Heart Foundation [?] · 26 May · 🌐

This week we have been celebrating our Volunteer Walk Organisers that lead our walking groups for improving the health of their community through walking. #NVVW2018

If you would like to learn more about becoming a Walk Organiser and starting your own group visit: [bit.ly/2s1fo32](http://bit.ly/2s1fo32)

**Heart Foundation**  
*Walking*

**VOLUNTEER WALK ORGANISER**

**1495**  
Walk Organisers

**1.1m**  
Volunteered Hours p/yr

**\$3.5m**  
Worth of Labour p/yr

**5.5 yrs**  
Avg. Time Volunteering

🟢 Get more likes, comments and shares  
Boost this post for \$7 to reach up to 2,200 people.

👤 2,577 people reached Boost Post

👍❤️ 43 others    3 Comments    10 Shares

👍 Like    💬 Comment    ➦ Share    ⌵

Total budget ⓘ

10|00 AUD

Estimated People Reached ⓘ

**1,400 - 5,900 people per day** of 3,100,000

Refine your audience or add budget to reach more of the people that matter to you.

Total budget ⓘ

25|00 AUD

Estimated People Reached ⓘ

**4,000 - 18,000 people per day** of 3,100,000

Refine your audience or add budget to reach more of the people that matter to you.

Total budget ⓘ

50.00 AUD

Estimated People Reached ⓘ

**7,000 - 36,000 people per day** of 3,100,000

Refine your audience or add budget to reach more of the people that matter to you.

Total budget ⓘ

100.00 AUD

Estimated People Reached ⓘ

**11,000 - 68,000 people per day** of 3,100,000

Refine your audience or add budget to reach more of the people that matter to you.

## Boosting a post

Targeting a post can reduce how many people view your post.

Boosting a post can be a useful way to increase the number of people that your posts reach.

A small amount of money added to a post can ensure that your post reaches as many people as possible.

Good posts to promote include:

- Events
- Competitions
- Important news

# Competition time

Social media can also be a great place to run competitions.

You might encourage people to send photos to your account or to tag walkers.

This can be a cost effective form of marketing and can improve the reach of your post.

Check with your own state regulator regarding the use of competitions

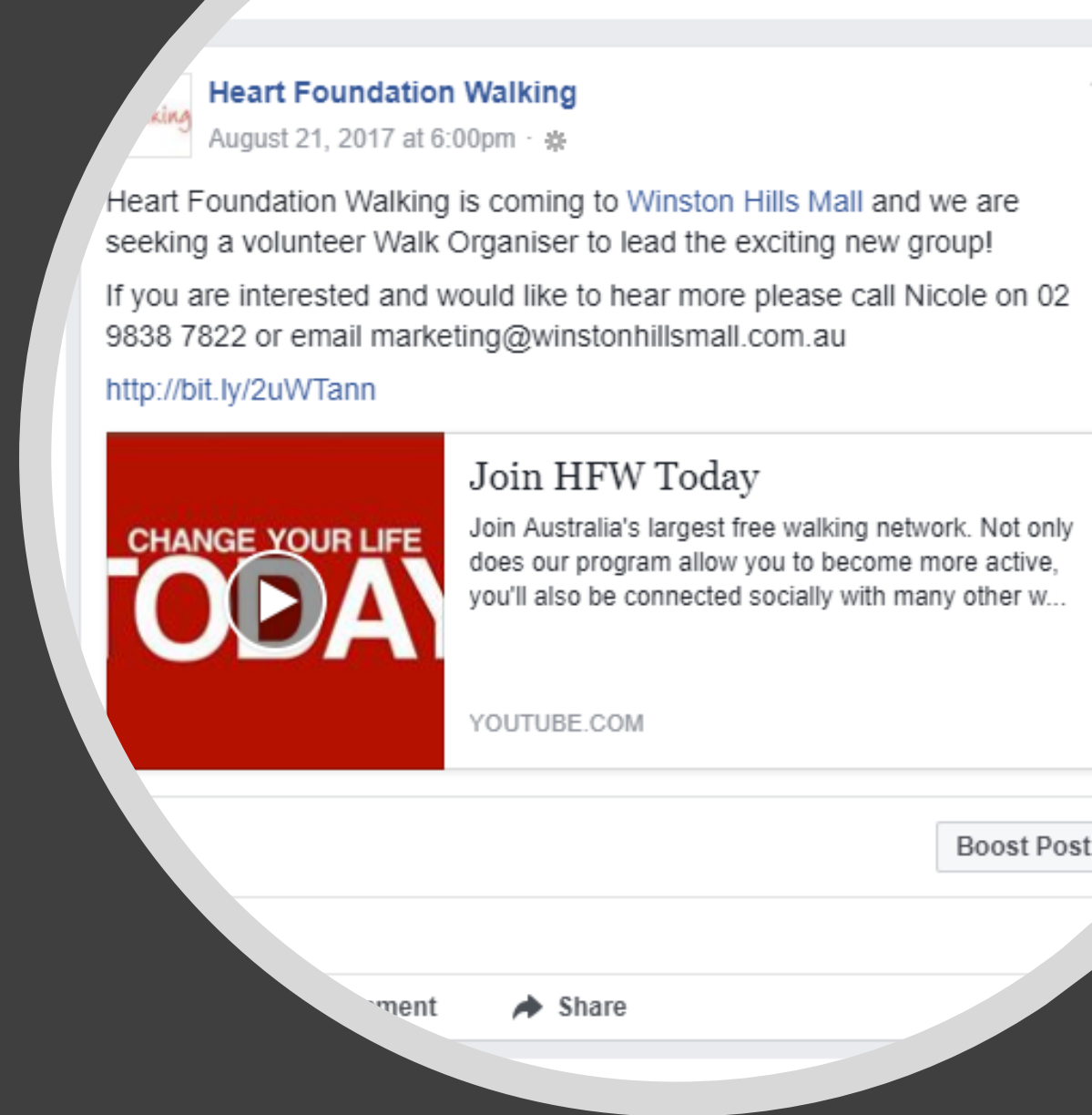
Reach: How many people see your post  
Engagement: How many people interact with your post



# Walker Recruitment

If your group or a group in your region is looking for more walkers, don't forget to advertise on social Media.

You could post on your own page or you can share with us and we can share with our network.







Website: [walking.heartfoundation.org.au](http://walking.heartfoundation.org.au)

Email: [walking@heartfoundation.org.au](mailto:walking@heartfoundation.org.au)

Facebook: [www.facebook.com/HFWalking](http://www.facebook.com/HFWalking)

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