



Spirit Week Social Media Guide

The Sun Run Spirit Week gives us all an extra opportunity to celebrate this special event and the support it provides SSM Health Cardinal Glennon Children's Hospital. Below are some suggestions for how you can help celebrate on social media and increase our impact.

Wear Your Swag!

All week we are encouraging people to show their Sun Run spirit by wearing their swag from past events. Try taking a photo of you in your favorite swag items and posting it to social media with the below caption.

It's #SunRun2020 Spirit Week and I am showing my support for #CardinalGlennon by wearing some of my favorite swag items. There is still time to register or donate so don't wait! Visit sunraise.glennon.org today to help make a difference for children in need!

#ImRunningFor

Use our [#ImRunningFor](#) sign to share why you choose to support the Sun Run and SSM Health Cardinal Glennon. Simply print out the sign, fill it out and take a photo to post to social media. Don't forget to use the hashtag #ImRunningFor and tag SSM Health Cardinal Glennon!

Share Our Event Program

Later in the week we will be setting up a Facebook Premiere for our Sun Run Virtual Program. When you see this link, make sure to share it far and wide so more people can join us on October 25!

Event Weekend Ideas

We want to see how you are celebrating race weekend, so make sure to post photos and videos from your run/walk/celebration. This is a great chance to make another ask for donations and secure a few extra gifts for kids in need.

Don't forget to tag SSM Health Cardinal Glennon and use the hashtag #SunRun2020.

Want to go even further? Try going live from your run or celebration! This is a great chance to share why the Sun Run is important to you and possibly secure even more donations!

Don't Forget About the Contests!

Remember, we are looking for the best photos from the weekend in a variety of categories. Be sure to post your submissions to social media by 10/26 and tag SSM Health Cardinal Glennon. Awards will be announced the week of 10/26 and categories include, Best Race Day Food Spread, Best Costumes, Most Creative Start/Finish Line and Best 'Socially Distanced' Team Photo.

