



Social Media Guide

Use these tips and sample social posts to inspire your family and friends to join your team or ask for donations. Include the link to your personal or team fundraising page to make it easy for everyone to donate.

- Follow SSM Health Cardinal Glennon on your favorite social media platforms! You can find us on Facebook, Twitter, Instagram, LinkedIn and YouTube simply by searching SSM Health Cardinal Glennon.
- Follow our Facebook event page by [clicking here](#). This will keep you connected with other participants and allow you to receive up to date information about the event.
- Share why SSM Health Cardinal Glennon is important/personal to you and ask for support. Post your story across multiple platforms (Facebook, Instagram, Twitter, LinkedIn, etc.) to maximize your reach.
- As you progress towards your goal, make sure to share at least two updates with followers. Make sure you are also saying thank you to everyone who has already donated and keep reminding others that you still need their support as well.
- When you reach your goal, make sure you take time to celebrate! You and your followers have come together to help make a difference for so many children and families in need. We couldn't do it without you!

#AFutureDeserved

When you support SSM Health Cardinal Glennon, you are helping secure a brighter future for all children in our community. Use #AFutureDeserved on social media to inspire people join you in helping more kids in our community dream big and achieve their potential.

We suggest asking people what they wanted to be when they grew up, you won't be disappointed by some of the answers! You can find some suggested post copy on the next page too.

Get Tagging

In addition to #AFutureDeserved, use #SunRun2022, #ImRunningFor and #CardinalGlennon to connect with other fundraisers and help all of St. Louis rally around the Sun Run. These hashtags can be added to any of your social media posts.

Post Regular Updates

Make sure you keep everyone in the loop on your progress. You can post progress updates, say thank you or even share a [patient story](#) from SSM Health Cardinal Glennon.





Sample Posts

Not sure where you want to begin? Getting started supporting SSM Health Cardinal Glennon is as easy as copying and pasting one of the messages below. Don't forget to provide a link to your individual or team fundraising page and to upload photos or video to help tell the whole story.

While these posts can help you get started, remember that your own words will resonate more with your followers, and likely result in more donations.

Before the Event

- The 2022 Sun Run is back in person at Forest Park! This year, we are all running to support #AFutureDeserved for the children of St. Louis. Click the link to get involved today! Your support means that SSM Health Cardinal Glennon Children's Hospital can continue to help all kids stay healthy and dream big!
[\[INSERT FUNDRAISING PAGE LINK\]](#)
- Do you remember what you wanted to be when you grew up? Did you know that for some children in our city, their health care needs stand in the way of their ability to dream big like you did? You can help me support #AFutureDeserved by donating to my Sun Run fundraising page. All the funds raised will help SSM Health Cardinal Glennon Children's Hospital provide care to children and families in need. [\[INSERT FUNDRAISING PAGE LINK\]](#)
- I'm fundraising to support SSM Health Cardinal Glennon Children's Hospital through the 2022 Sun Run. Each year, #CardinalGlennon provides care to more than 200,000 kids, regardless of their family's ability to pay. Please help me reach my fundraising goal of [\[\\$XXXX\]](#) at [\[INSERT FUNDRAISING PAGE LINK\]](#). #SunRun2022

Event Week (Starting October 10, 2022)

- Sun Run week is here and I only need [\[\\$XXX\]](#) to achieve my goal. Can you help me cross the finishing line by making a donation? All donations support the incredible, lifesaving work that happens every day at #CardinalGlennon. [\[INSERT FUNDRAISING PAGE LINK\]](#). #SunRun2022

After the Event

- Thank you to everyone who supported my Sun Run fundraiser for SSM Health Cardinal Glennon Children's Hospital. All children deserve to grow up happy and healthy, and your support means that #CardinalGlennon can continue to provide hope and healing to all children and families in need. Thank you!

Questions?

Feel free to reach out to Ryan at ryan.jennings@ssmhealth.com to learn even more about using social media to make a difference for children and families in need.

