

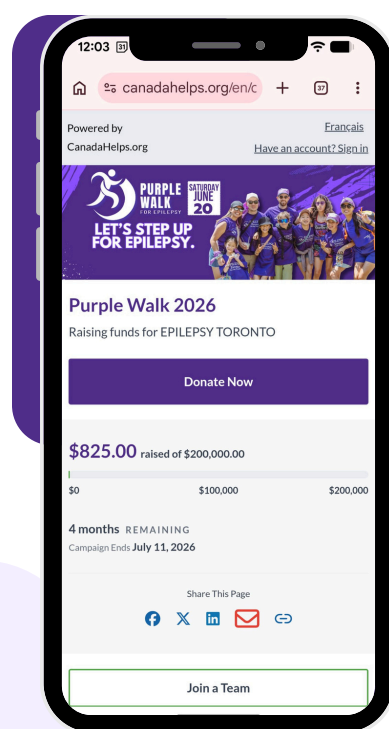


HOW TO SHARE YOUR PURPLE WALK FUNDRAISING PAGE

Sharing your fundraising page on social media is one of the easiest ways to invite friends and family to support the Purple Walk. We've created a ready-to-use post for you just follow the steps below!

COPY YOUR FUNDRAISING LINK

- Go to your Purple Walk fundraising page.
- Click on the link icon under "Share This Page". The link will be automatically copied, and you can paste it into your social media post or story.



HOW TO SHARE ON FACEBOOK

- Click "What's on your mind?" to create a new post.
- Write your message (or copy and paste our suggested message).
- Paste your fundraising link at the end of the text.
- Add a photo (optional) or the Purple Walk graphic we shared.
- Click **Post**.



HOW TO SHARE ON INSTAGRAM

Instagram posts do not allow clickable links in captions, but you can still share your page.

Option 1: Add the Link to Your Bio

- Go to your Instagram profile.
- Click Edit Profile.
- Paste your fundraising link in the 'add link' section.
- Save your changes.
- Then create a post using your own caption or use the caption we provided and write:
"Link in my bio to donate and support my walk!"

Option 2: Share on Instagram Stories

- Open Instagram Stories.
- Upload the Purple Walk graphic or a photo.
- Tap the sticker in the top menu and select the link sticker.
- Paste your fundraising link and customize the text for example 'Click Here to Support Me'
- Share your story.



TIP: PERSONAL POSTS WORK BEST! ADD A SHORT SENTENCE ABOUT WHY YOU ARE WALKING AND WHY EPILEPSY TORONTO MATTERS TO YOU.

EVERY SHARE HELPS RAISE AWARENESS AND BRINGS US CLOSER TO SUPPORTING MORE PEOPLE LIVING WITH EPILEPSY.