



Boston Marathon 2027 Runner Social Toolkit

SEPTEMBER 2026

Introducing: Boston Marathon 2027 Fundraising Social Toolkit

Like last year, we've put together a toolkit designed to help Official Charity Partners and their selected charity athletes make the most of their social media presence.

Toolkit highlights:

- ☐ Storytelling Inspiration
- ☐ Best Practices for Posting on Social
- ☐ Platform-Specific Tools to Leverage in Your Posts
- ☐ Social Platform Tips
- ☐ Fundraising Thought Starters

Look out for an email from us following the official charity program kickoff!





Top five ways to make an impact using social media

1 TELL YOUR STORY

Let's hear your powerful and authentic story. Share your journey by posting real running images on your feed, training moments and short video clips on your stories, etc. Be sure to inform your audience of the difference their donation will make to the cause you're supporting.

2 BE RECOGNIZABLE

Change your profile picture (across social platforms) so people know who you are at a glance.

3 CONSISTENCY IS KEY

Post to your social media profiles regularly to get the best reach.

4 MAKE TAKING ACTION EASY

It's important to make it clear how you want people to respond to your post. Direct people to donate and include donation links whenever and wherever you can.

5 PRIORITIZE SHARING

Consider expanding your network by tagging your charity or notable people, in hopes they will re-share to help spread the word.

Storytelling Inspiration

Not sure what to say first? Start by announcing your race for charity!

An announcement post is a great way to tell the world about your marathon fundraising journey.

It is also a great opportunity to talk about the charity you are supporting and explain why you are passionate about their work.

When creating an announcement post, make sure to speak from the heart, use clear and engaging visuals and tell people the best way to contribute on the platform you're using.

- On Instagram or TikTok, you'd encourage people to visit the link in your bio.
- On Facebook or LinkedIn, you could add the link at the end of your post caption.



[Extra, Extra](#)



["I have an announcement"](#)



[International](#)

For captions, try using one of these sample templates.

Add your information to the fields in red.

Note: Some platforms do not allow clickable links in captions, so you will need to add your fundraising link to your bio information and drive potential donors there.

Option 1

This year, I'm proud to run for a cause at the @bostonmarathon presented by @bankofamerica. 🏃

For me, every mile has a purpose: to help @[yourcharity] [mention the charity's core mission].

To do this, I'll need your help. Give if you can: [link to your GivenGain page]

OR: Give if you can at the link in bio.

#BostonMarathon

Option 2

I'm counting down the days until I can make an impact at the @bostonmarathon presented by @bankofamerica! 🖍️

This year, it's all to support @[yourcharity] and their incredible mission. Every dollar I raise can help [mention something the charity does].

Give if you can: [link to your GivenGain page]

OR: Give if you can at the link in bio.

#BostonMarathon

Option 3

Big news! I'm taking on the @bostonmarathon presented by @bankofamerica to help @[yourcharity].

Fundraising while running 26.2 miles won't be a solo mission – together, we can make a difference.

Donate here: [link to your GivenGain page]

OR: Donate at the link in bio.

#BostonMarathon

Crafting the rest of your story and social messaging

Your story matters. People want to hear the reasons why you're running and the impact their donation will make for your charity. Think about 1–2 strong, short, captivating messages that you can use to draw people in and add in details about your personal connection to your charity. If you don't have a direct relationship with your cause, reach out to the charity to gather stories to refer to. *See examples below for inspiration.*

" **The Heather Abbott Foundation changed my life.** I want to pay it forward and show other amputees what's possible. "

MATTHEW B.

" I'm running for **Boston Children's Hospital so every child gets a chance to grow up.** "

JAKE F.

" People with disabilities should be able to enjoy all that life has to offer and **that's why I'm running for Team Hoyt—to make running accessible to everyone, including my sister, Annika.** "

ISABELLE F.

" 1 in 2 kids face clothing insecurity during the colder months. A **\$15 donation to Cradles to Crayons** is all it takes to help a child get a winter coat.

TIM L.

Best Practices for Posting on Social

What should you include in your posts?

USE THE FULL RACE NAME

When discussing the race, use the full name: "**Boston Marathon presented by Bank of America**". For captions:

- You can shorten Bank of America to "BofA" to stay within character limits on platforms like Twitter/X.
- You can also tag Bank of America and the Boston Marathon. On Instagram, it would be written as: "@[bostonmarathon](#) presented by [@bankofamerica](#)".

INCREASE REACH WITH TAGS & HASHTAGS

Together, Bank of America and the Boston Marathon accounts have thousands of followers across platforms. **Tagging us can help connect your posts to a community** that's bigger than Boston itself.

- Instagram: [@bankofamerica](#), [@bostonmarathon](#), [@teambaa](#)
- TikTok: [@Bank of America](#), [@Boston Marathon](#)
- Facebook: [Bank of America](#), [Boston Marathon](#), [Boston Athletic Association](#)
- LinkedIn: [Bank of America](#), [Boston Athletic Association](#)
- Threads: [@bankofamerica](#)
- X/Twitter: [@BankofAmerica](#), [@BostonMarathon](#), [@BAA](#)

And don't forget to **tag your charity**, too!

Use official race hashtags and ones associated with the BofA campaign to help with discoverability and reach: [#BostonMarathon](#) and [#ReasonToRun](#)

INCLUDE YOUR FUNDRAISING LINK

Adding your donation link turns every post into an opportunity to fundraise! If you need to shorten your link to stay within character limits, try [bit.ly](#) – making an account is free.

On Instagram Stories, **use the "Link Sticker"** to link to your fundraising page. **Avoid the "Donation Sticker,"** which won't contribute to your fundraising goal.

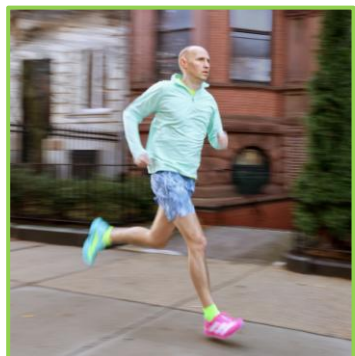
COMMUNICATE WITH CLOSED CAPTIONS

Users may be watching content with the sound off when they come across your post. If you are posting videos with a voiceover or you speaking to camera, **add closed captions to reach more people.**

Most platforms have options built in to add when you are drafting the post so it's easy to include.

Show your story through powerful running visuals

Based on different social platforms and formats, you'll want to switch up the size of the image you're using. If you do want to post different photo orientations, consider playing around with multi-image posts or mixing aspect ratios on IG Carousels.



Square crop (1:1)

Will look best on:

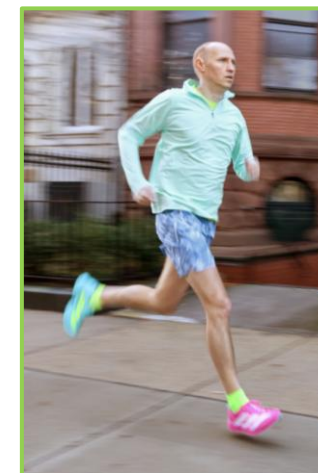
-  Facebook
(In-Feed single or multi-image post)
-  X/Twitter



Rectangle crop (4:5)

Will look best on:

-  Instagram
(In-Feed single image or Carousel)
-  LinkedIn
-  Threads
(Single image or Carousel)



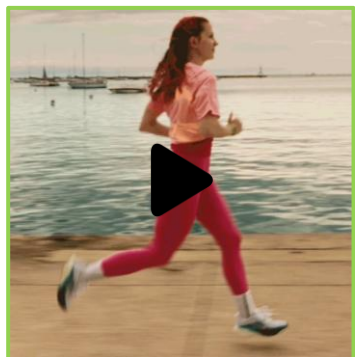
Vertical crop (9:16)

Will look best on:

-  Facebook
(Story frames)
-  Instagram
(Story frames)
-  TikTok
(Static Carousels or Story frames)

Tell your story through engaging video formats

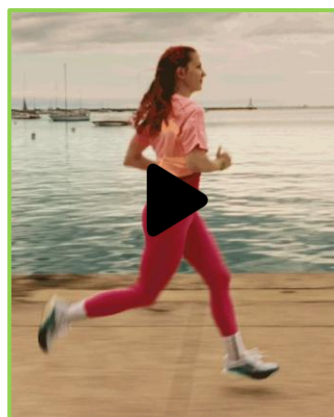
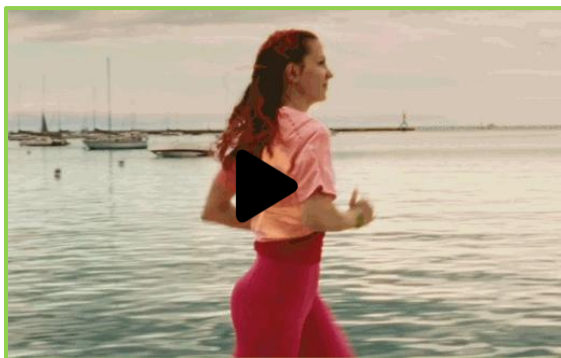
Videos can be a one-take message, multiple clips edited together, or a collection of photos cycling through.



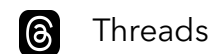
Will look best on:



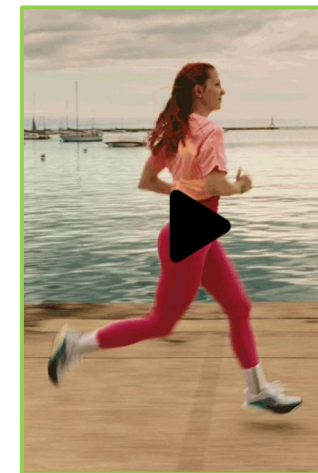
Square crop (1:1)
Horizontal crop (16:9)



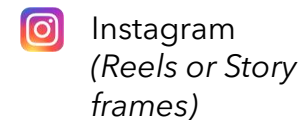
Will look best on:



Rectangle crop (4:5)



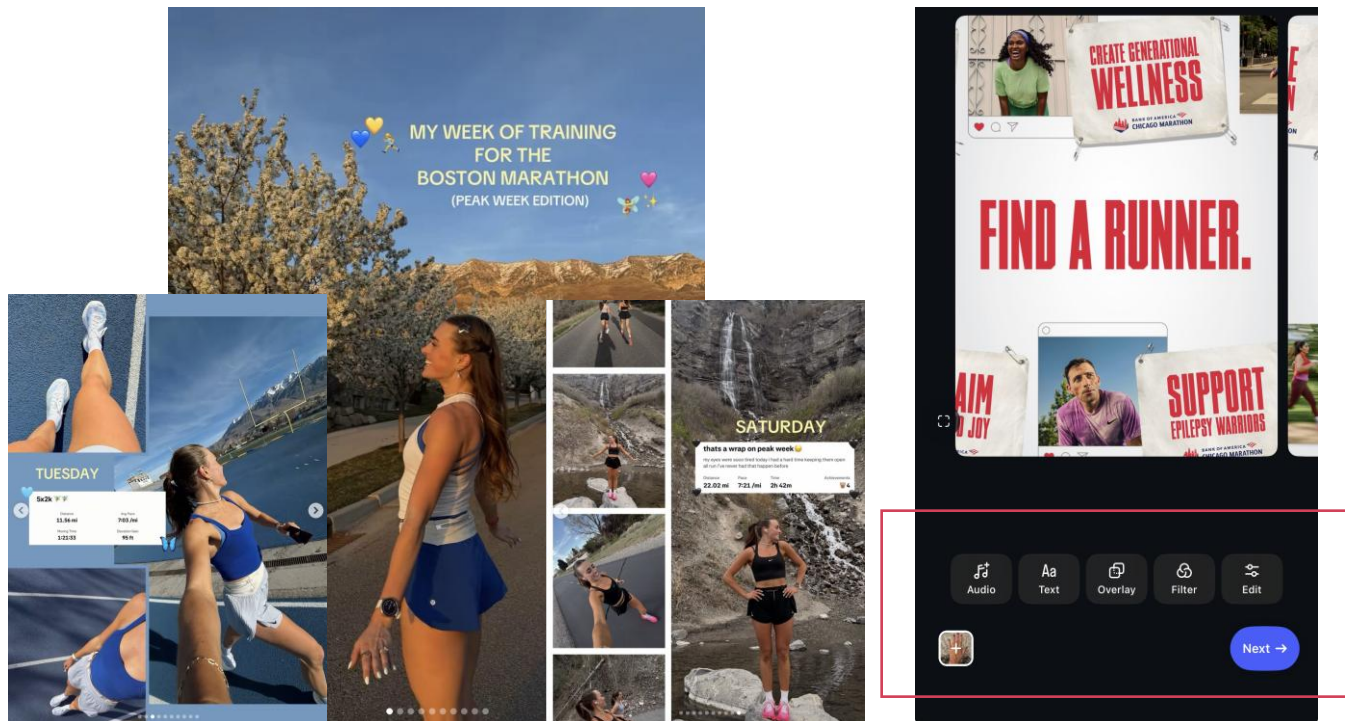
Will look best on:



Vertical crop (9:16)

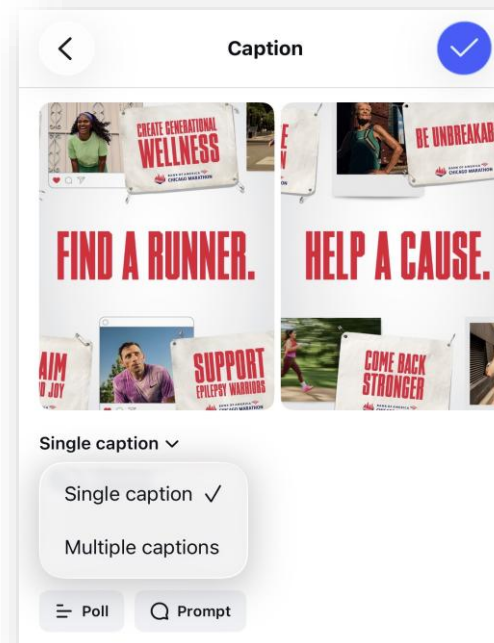
Try using carousels to tell your story in more thorough sequences

Layered Storytelling



Instagram offers the option of **adding text and/or images layered in the same frame of a Carousel (or a Story frame)**. When used in a Carousel format, you can tell a more complex story over the course of several frames within the post instead of just relying on the caption.

Multiple Captions



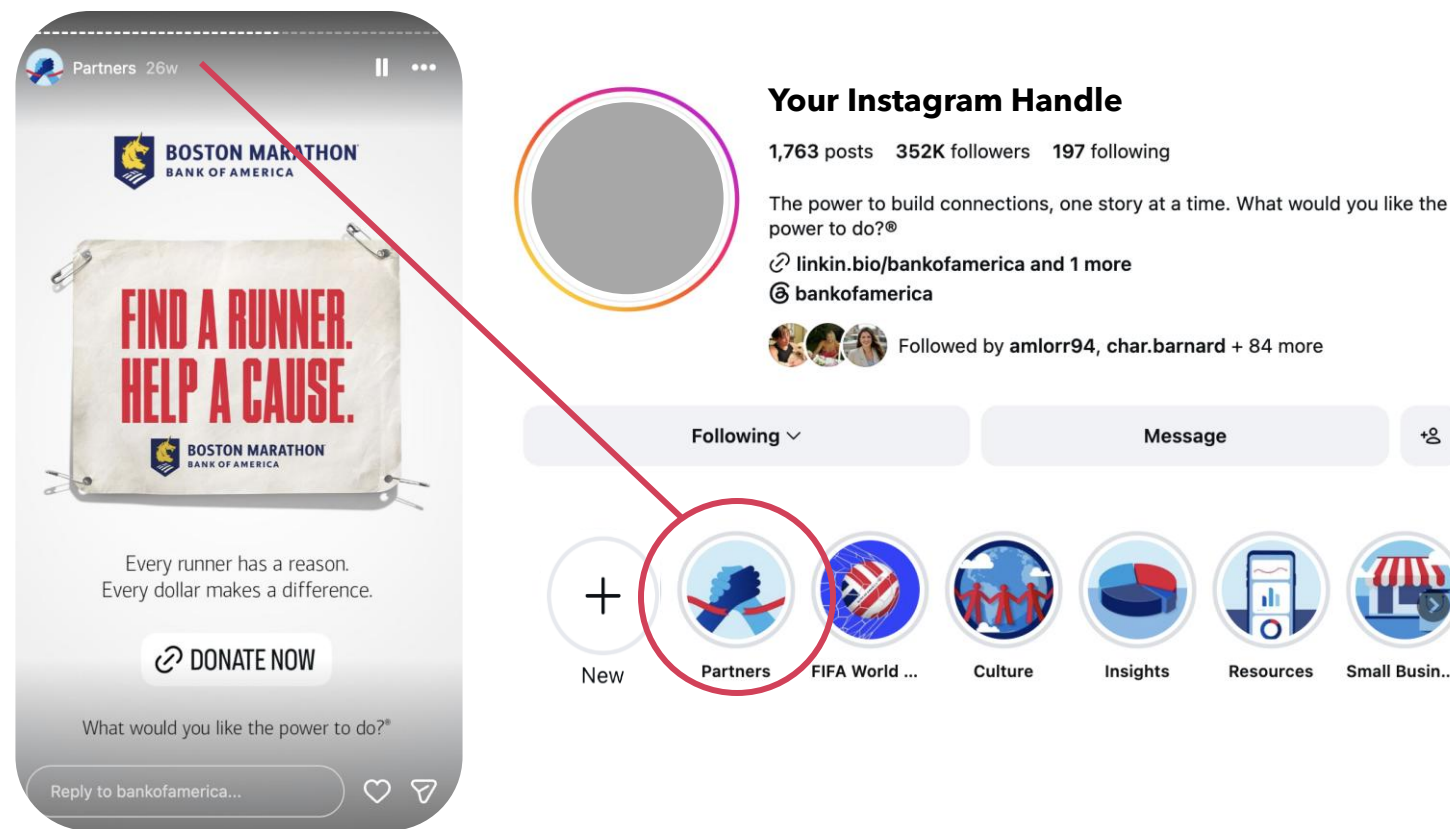
Another new feature on Instagram is the **ability to add multiple captions per Carousel post**. You now have the option to add a different caption for each frame and the text will change with the image/video as the user swipes.

Story frames are also a great way to build sequences, but they are less permanent on your account unless you add to "Highlights"

While IG Story frames expire after 24 hrs. of being live on your handle, you do have the option to **make them a more permanent feature through a "Highlight" section on your account.**

You can continuously add frames to it as you post over time so users can see a holistic story build.

To add a new highlight, go to your profile and tap the "NEW" circle under "edit profile." You will be prompted to pick from your archive of IG Stories. To add a story to an existing highlight, tap the one you wish to add to, tap the two lines on the top right of the frame and click "Edit highlight."



Milestones for Social Posting

Consistency is key when it comes to posting on social. A posting plan can be helpful inspiration for uploading content, so here are some milestones you can share across platforms to not only give updates on your journey to the Marathon, but as a friendly reminder to your friends and followers to donate to your cause!

- ✓ First training run
- ✓ Halfway through training
- ✓ Longest training run
- ✓ Giving Day
- ✓ Countdown to race day (1 month, 1 week, etc.)
- ✓ Half-way to fundraising goal
- ✓ Post-race reminder that there is still time to give (and show off that medal – you earned it!)

Fundraising Thought Starters

Let's raise some money!

Sponsored Runs

Share your training schedule and ask people to "sponsor" one of your upcoming runs. For example, someone could sponsor a 10-mile run at \$5 per mile, which would equal a \$50 donation. Share photos/videos from that run and tag your sponsor so they can re-share.

- Does your specific charity host training runs? If so, it could be a great way to highlight other team members and leaders while asking for donations!

Donation Challenges

Take a page from the viral ALS Ice Bucket Challenge and create a "dare" for your friends and family, tagging them to either complete and/or donate.

- You could also set a challenge for yourself and ask people to pledge a donation based on your performance. For example, you could set a challenge to make 100 basketball free throws and ask people to send you a dollar for every basket made. If you make 82/100, each donor would send you \$82 in donations.

Game Squares

Create a grid with different donation amounts and ask people if they want to cover one of the squares and give that monetary value. As squares fill in, tag participating donors.

- You could also apply this idea to a televised sports game. In this version, you can host a game-day party with a fundraising square grid. Guests choose a fundraising square and at the end of each quarter, period or half, and the person whose fundraising square is closest to the score has to donate that amount to your charity.

Have a separate fundraising event scheduled? Use social media to spread the word and sell tickets beforehand! And don't forget to share photos/videos from the event to recap and include your donation link in case people missed the event or couldn't attend.

Platform-specific Tools

Let's break down some key formats: **Stories**

Here are the key parts of two content types popular on Instagram: posts and Stories.

See the appendix for a glossary of social media terms, including the ones seen here.

Instagram Story



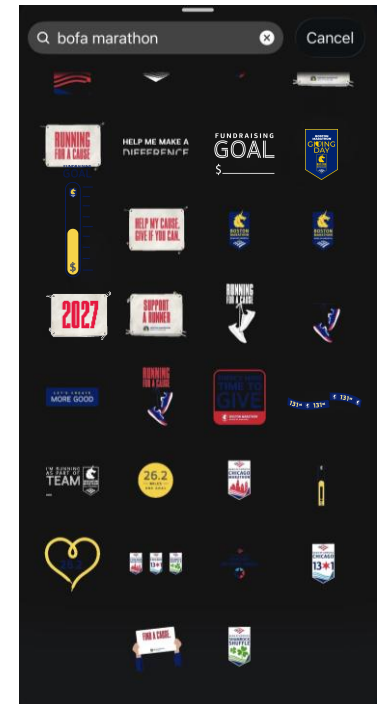
Make stories more dynamic

There is an entire library of Bank of America Boston Marathon GIFs and stickers for you to use on Instagram Stories.

To add a GIF, tap the icon, then select "GIF". Search for either "BofA" or "Bank of America Boston Marathon". To add a sticker, tap the icon, then select "stickers" and use the same search terms.

See more examples of GIFs and stickers on the following page.

"BofA marathon" search results:



Note: Please avoid using the 2026 bib. Use the 2027 bib instead.

Giphy/GIF Stickers/Static updates

For posting on Meta Stories (IG & FB), see search terms on previous page.



Updated verb to be present tense



2027



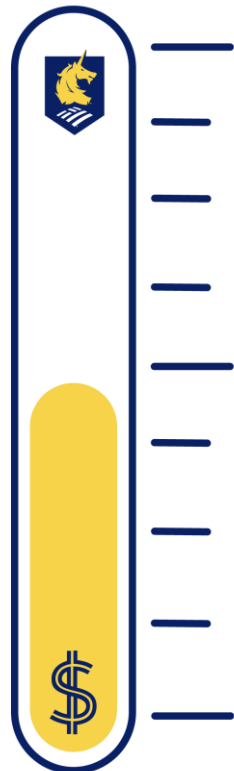
131st annual



Giphy/GIF Stickers

For posting on Meta Stories (IG & FB), see search terms on previous page.

FUNDRAISING
GOAL



HELP ME MAKE A
DIFFERENCE

RUNNING
FOR A CAUSE

HELP MY CAUSE.
GIVE IF YOU CAN.

FUNDRAISING
GOAL
\$_____

26.2
MILES
ONE
GOAL

LET'S CREATE
MORE GOOD

GIVE
MEANING
TO EVERY
MILE



THERE'S MORE
TIME TO
GIVE



26.2

FIND A CAUSE.
MAKE AN IMPACT.



BOSTON
MARATHON
GIVING
DAY



What else can you include in your Instagram Stories?

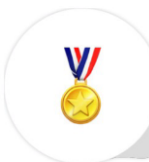
When creating Instagram stories, you can also include question boxes, emoji sliders, and reaction or link stickers to make your post more engaging for audiences.

You can find any of these options by selecting  when creating a Story. Then, tap the sticker type you'd like to use. Drag the sticker to a spot you think works best with the image you're using. Once everything's in the right place, post it!

Emoji Slider Sticker



Emoji Reaction Sticker



Link Sticker



REMINDER: Use a Link Sticker, not a Donation Sticker, to drive people to your fundraising page. Money given through Donation stickers do not contribute to your fundraising goal.

TIP: you can change the link sticker color by holding down the sticker and using the eyedropper to pick another color from anywhere on the frame.

Question Sticker

Do you have any questions about how I'm preparing for the Boston Marathon?

Type something...

Do you have any questions about (INSERT CHARITY)?



Type something...

Static PNGs

If you're looking for a static PNG sticker to add to social, emails or fundraising event material, these **pre-approved static PNGs** are in the zip folder.



Let's break down some key formats: **Reels/Videos**



Videos are a great way to share your story and your training journey. You can use platform-native sounds and music or add a voice-over to footage to tell a deeper story.

You can edit your videos directly in the desired platform or use tools like CapCut or the Edits app

Tag your charity

YourSocialHandle I'm proud to run for a cause at this year's @bostonmarathon presented by @bankofamerica. My marathon is for @[yourcharity]. I'm running because [personal connection] Visit the link in my bio to donate if you can! #BostonMarathon #Boston130 #ReasonToRun

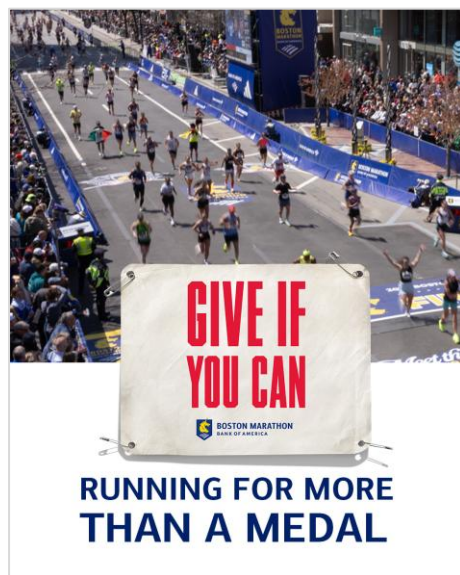
Caption (add a reference to the link in bio to donate)

Use hashtags

Let's break down some key formats: **Image Posts**

If you're looking for an image to post, these **pre-approved images** can be shared on your social media channels and are in the zip folder. This zip folder includes these images sized for specific platforms.

Option 1a



Revised from last year

Option 1b



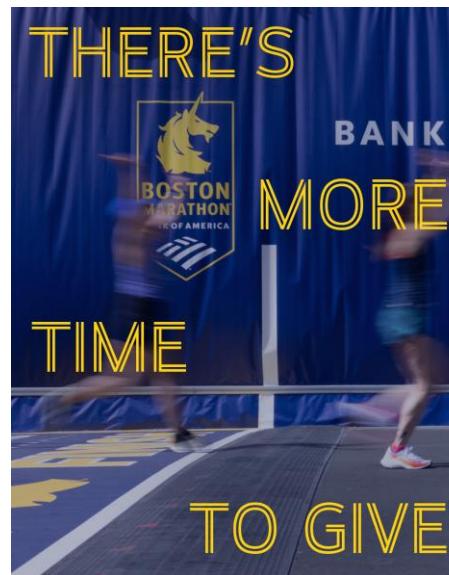
New

Option 2



New

Option 3



Carryover

Option 4



Revised from last year

Email Template

Header imagery



Option 1



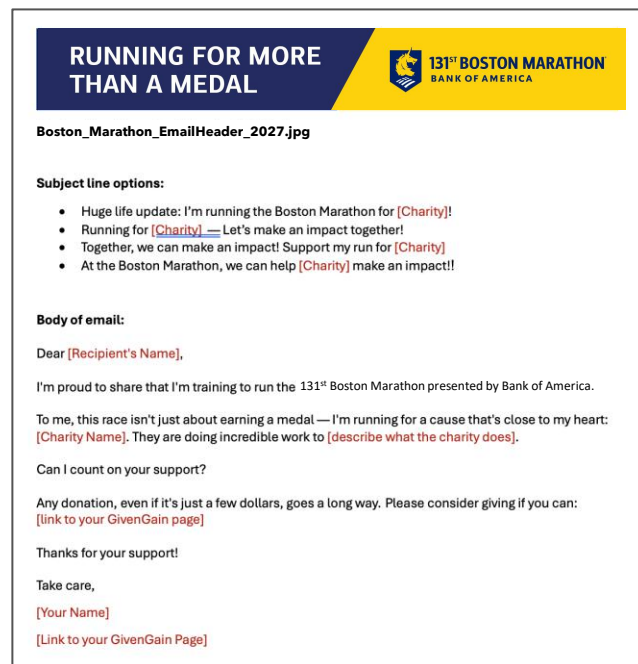
Option 2

Creating fundraising emails

If you would like to **send out an email** to friends, family and potential donors to ask for their support, feel free to use the email template that has been included in the attached zip file labelled ***"Boston_Marathon_EmailTemplate_2027.doc"***.

You can also include the header image provided at the top of your email. It is labelled ***"Boston_Marathon_EmailHeader_2027.jpg"*** in the files provided. Be sure to customize all fields highlighted in **red**.

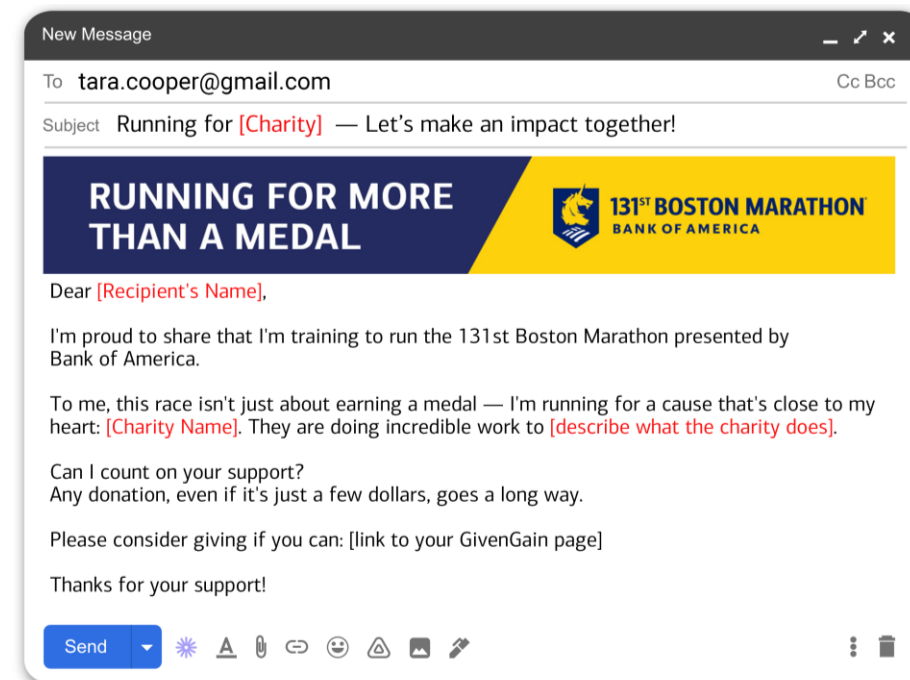
Your email should emphasize your commitment to the cause and encourage recipients to contribute to your charity. It should also include a link to your GivenGain page to make it easy for recipients to donate.



Boston_Marathon_EmailTemplate_Announcement_2027.doc



Boston_Marathon_EmailHeader_2027.jpg



Sample Email

Creating fundraising emails | Announcement

Email subject lines:

Huge life update: I'm about to run the Boston Marathon for [Charity]!

Running for [Charity] – let's make an impact together!

Together, we can make an impact! Support my run for [Charity].

At the Boston Marathon, we can help [Charity] make an impact!

Email 1 (Announcement):

Dear [Recipient's Name],

I'm proud to share that I'm training to run the 131st Boston Marathon presented by Bank of America.

To me, this race isn't just about earning a medal – I'm running for a cause that's close to my heart: [Charity]. They are doing incredible work to [describe what the charity does].

Can I count on your support?

Any donation, even if it's just a few dollars, goes a long way.

Please consider giving if you can: [link to your GivenGain page]

Thanks for your support!

Take care,
[Your Name]
[Link to your GivenGain Page]

Creating fundraising emails | Mid-training

Email subject lines:

Boston Marathon update: Check out my latest fundraising milestone!

I have [\$X] to go. Can you help me reach my fundraising goal?

Boston Marathon fundraising is in full swing! I'd love your support.

At the Boston Marathon, we can help [Charity] make an impact!

Email 2 (Mid-training, fundraising milestone reached):

Dear [Recipient's Name],

This is huge! I just hit a fundraising milestone for [Charity Name] while training for the Boston Marathon presented by Bank of America. I want to take this opportunity to thank everyone who has supported me throughout this journey.

I'm closer than ever to reaching my goal – but still have a bit to go.

That's why your support is so important.

Training to run 26.2 miles is a challenge, but knowing that it's all for [Charity Name] keeps me going. Their dedication to [your charity's focus] is more important than ever.

Together, we can make an impact.

Check out my fundraising page to learn more and donate if you can: [Link to your GivenGain page]

Thank you,
[Your Name]
[Link to your GivenGain Page]

Creating fundraising emails | Mid-training Giving Day ALT

Email subject lines:

It's almost Boston Marathon Giving Day! I'd love your support.

This Boston Marathon Giving Day, we can make an impact together!

Let's make an impact together on Boston Marathon Giving Day

Ready to go big for [\[Charity\]](#) on Boston Marathon Giving Day?

Email 2 (Mid-training, Giving Day):

Dear [\[Recipient's Name\]](#),

Boston Marathon Giving Day is almost here! Will you join me?

On March 11th, donors from all over will come together to help runners reach their fundraising goals.

Last year, Giving Day raised a record-breaking \$1.87 million in just 24 hours. This time around, we can go even bigger and help [\[Charity\]](#) get the funds they need.

This is the perfect opportunity to join a movement that leaves a positive mark on the world.

Mark your calendars for Giving Day, March 12! Spread the word and donate if you can: [\[Link to your GivenGain page\]](#)

Let's break records together!

[\[Your Name\]](#)

[\[Link to your GivenGain Page\]](#)

Creating fundraising emails | Close to race day

Email subject lines:

The Boston Marathon's almost here! Can I count on your support?

I'm almost at my fundraising finish line – help me reach my goal!

I'm close to reaching my fundraising goal for [Charity]. Every dollar helps!

At the Boston Marathon, we can help [Charity] make an impact!

Email 3 (Close to race day):

Dear [Recipient's Name],

Race day is almost here! And right now, I'm focused on two finish lines: Boylston Street in Boston and my fundraising goal for [Charity].

During training, people have asked why I decided to run the Boston Marathon presented by Bank of America. This opportunity to support [Charity Name] is one I couldn't pass up. [A short explanation of your personal connection to your charity].

Every dollar counts. Please give if you can: [link to your GivenGain page]

With appreciation,
[Your Name]
[Link to your GivenGain page]

Social Platform Tips

Platform Tips



Instagram

- Prioritize Reels/videos when you can, but photos are also great! If you want to make your photos more dynamic, you can pair multiple images together to make a Reel.
- Stories are another way to share training updates and fundraising milestones. You can include URLs directly in the frame with a Link Sticker. Unlike posts, Stories disappear after 24 hours – unless they are added to a Highlight section on your profile.
- Create a marathon Highlight section on your profile. This will let you save your marathon-related Stories in one place. They will also stay on your profile instead of expiring after 24 hours.
- Add an alert/reminder to your posts to countdown to race day (see right).
- **IMPORTANT:** Don't forget to add your donation link to your profile's bio. On Instagram, posts and post captions don't have clickable links. In post captions, make sure to direct people to your "link in bio" to donate.



TikTok

- Film vertically and try to keep your videos short and sweet. On TikTok, the ideal length for videos is under 90 seconds. However, the platform will let you film up to 10 minutes for a single post.
- Use trending sounds & hashtags to help more people discover your post.
- You can also make a video using photos. They'll appear as a carousel in your post. Don't forget to add a relevant or trending sound.
- **IMPORTANT:** Don't forget to add your donation link to your profile bio. Like Instagram, TikTok doesn't support clickable links in their captions.



Facebook

- Create fundraising events (either virtual or in-person) to engage your personal network and invite friends and family.
- Prioritize Reels/video when you can, but photos are also great! If you want to make your photos more dynamic, you can pair multiple images together to make a Reel.
- Stories are a great way to send more frequent updates, plus you can include URLs directly in the frame with a Link Sticker.

Platform Tips



X (Twitter)

- Tweets have a 280-character limit. Although we suggest sticking to a single tweet, you can create a thread with multiple tweets in one post if you want to tell a longer story.
- Emojis are a great way to add a little extra personality to your posts!
- Include photos/video when possible to add more visually engaging elements to your posts.
- If your donation link makes it hard to stay within the 280-character limit, shorten it with a bit.ly link – signing up is free!
- **IMPORTANT:** Don't forget to add your donation link to your profile's bio.



Threads

- Keep posts short (125 characters or 300 max.) if possible, but you can create a Thread with multiple posts if you want to tell a longer story at once. Emojis are also a great way to add a little extra to your words.
- Recommend using static images or carousels to add imagery to the post. Additionally, you're able to cross post from Instagram to Threads by selecting "also share on..." when you hit publish.



LinkedIn

- Engage your professional network with photos/videos related to your story and fundraising journey.



Reddit

- Engage in the right communities. Join subreddits relevant to your cause and contribute genuinely to discussions.
- Lead with story, not solicitation. Share an authentic, detailed narrative that draws people in first, then include your fundraising link subtly.

Appendix

Social Media Glossary

Bio – A part of your social media profile where you can tell people about yourself. This is a great place to add your GivenGain link.

Caption – The written part of a social media post where you can add more context about your cause, your reasons for running and prompt people to donate. This is also where you can tag other social media accounts, like Bank of America, the Boston Marathon and your charity.

GIPHY / GIF – Short, looping animations that you can add to Instagram Stories. When creating a Story, you can include a GIF by tapping the  icon and then selecting GIF. Find Bank of America and Boston Marathon stickers by searching for "bofa".

Handle – Your unique, public-facing username on social platforms. See Tag/Tagging on how to include someone's handle in your captions and posts.

Hashtag – Use these to connect your post to a specific topic. All hashtags start with a "#" followed by a phrase. Hashtags for the Boston Marathon are: #BostonMarathon and #ReasonToRun. Depending on your privacy settings, using a hashtag will make your post visible to people across the social platform.

Mention – A term used for tagging someone in a caption. See Tag / Tagging.

Stickers – An image or interactive element you can add to your Instagram Story.

Link Stickers let you add a clickable link – like your GivenGain page – to your Instagram Story. The text that shows up as a Link Sticker in a Story is customizable.

Donation Stickers should be avoided. When someone donates from a Donation Sticker, their money goes to the charity directly and not to your fundraising goal.

Tag / Tagging – Adding an individual's or organization's handle to your post. You can tag someone by typing the "@" symbol followed by their handle in your caption. See page [NUMBER] for a list of Bank of America's and the Boston Marathon's handles to tag.

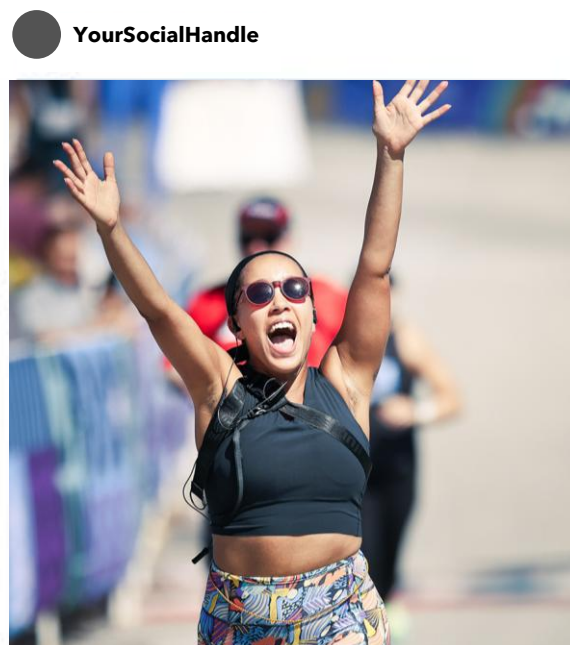


HOW TO POST

BOSTON MARATHON 2027 - RUNNER SOCIAL TOOLKIT

How it all comes together: Instagram

Instagram In-Feed Post



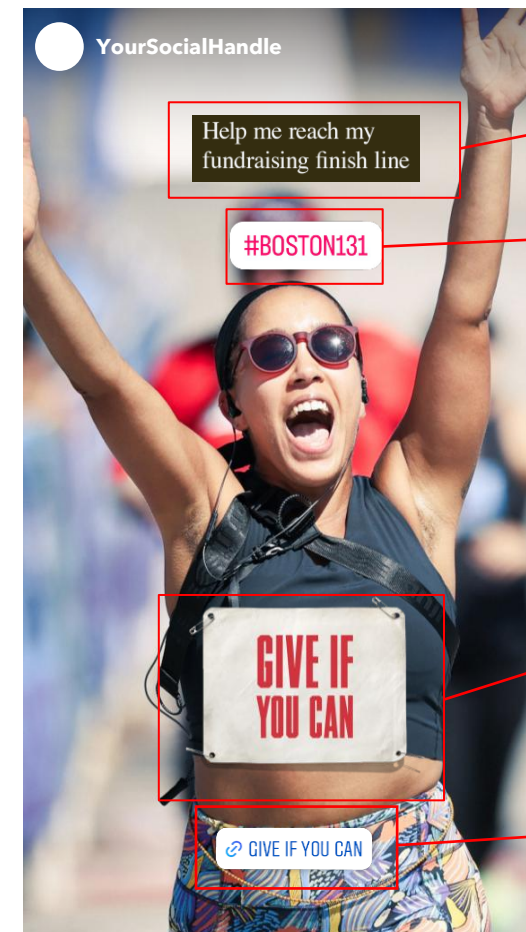
YourSocialHandle I'm proud to run for a cause at this year's 131st @bostonmarathon presented by @bankofamerica. My marathon is for @[yourcharity]. I'm running because [personal connection] Visit the link in my bio to donate if you can! #BostonMarathon

Mention your donation link in bio: remember to drive people to the link in your bio to donate to your cause.

Add tags and hashtags: tag the right accounts and use official hashtags associated with the race to reach more people.

BANK OF AMERICA x GROUPECONNECT

Instagram Story



Add text: play around with fonts, colors and text backgrounds to draw attention to your content.

Add hashtags: you can include hashtags as regular text or use a hashtag sticker.

Add a GIF: include a GIPHY/GIF by tapping the  icon and then select GIF. You can search for Bank of America Boston Marathon stickers by searching the keyword "BofA".

Add a Link Sticker: use Link Stickers to include your fundraising page prominently in your content. Plus, you can change the text for the link to be more direct.

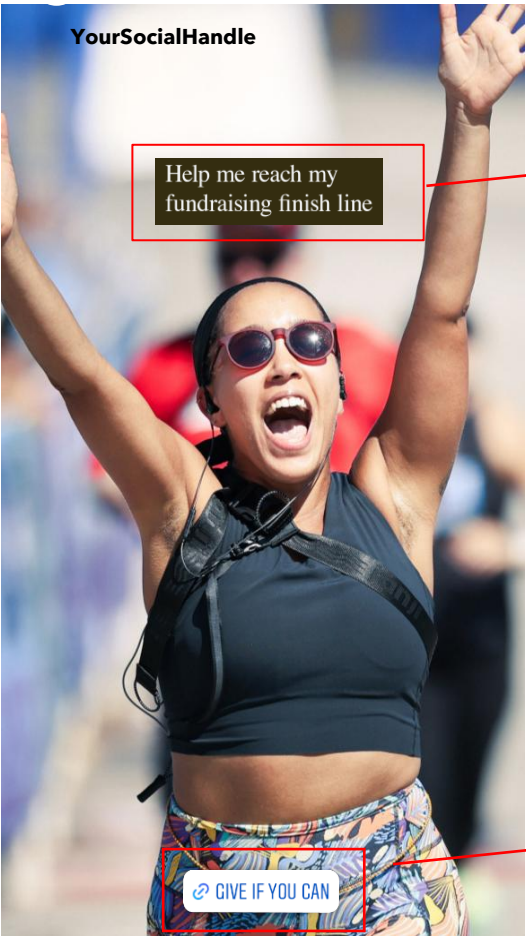
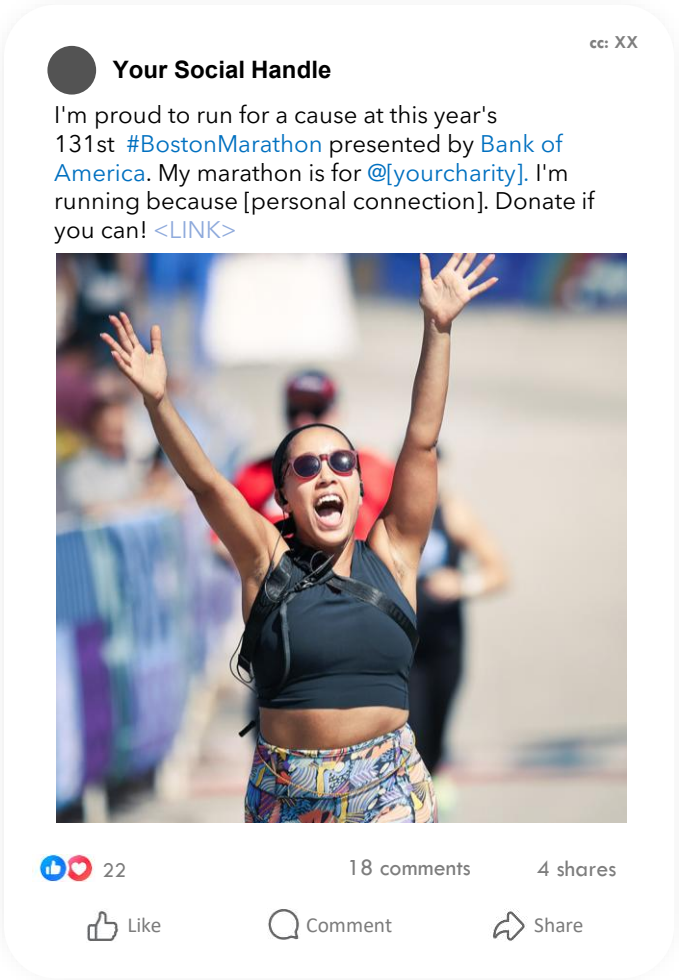


How it all comes together: Facebook

Format Options:

- Single static image
- Multi static image
- Reel/Video
- Story

Facebook in-feed post



Add text: play around with fonts, colors and text backgrounds to draw attention to your content.

Add a Link Sticker: use Link Stickers to include your fundraising page prominently in your content. Plus, you can change the text for the link to be more direct.

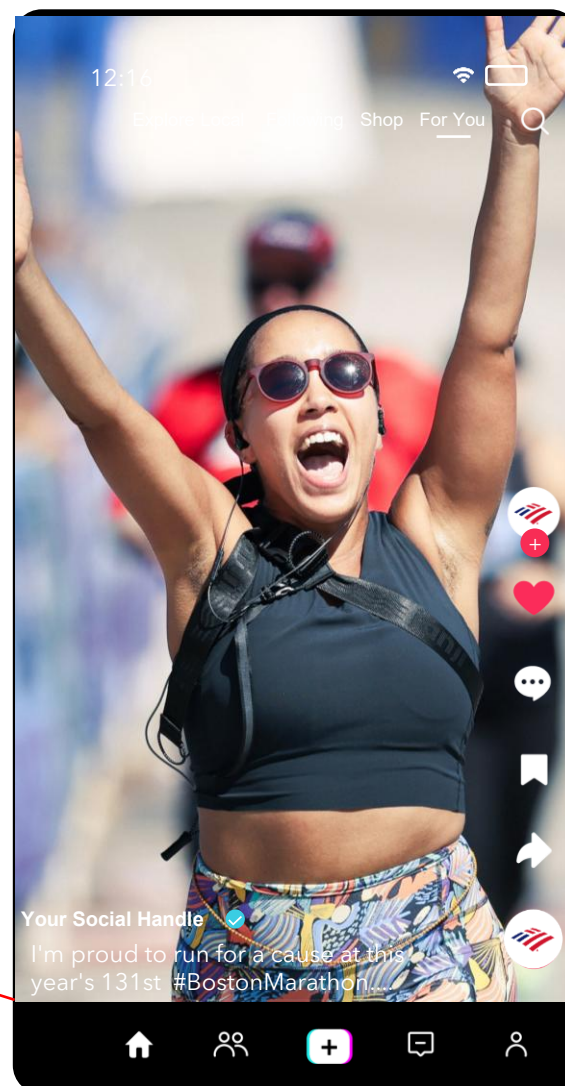


How it all comes together: **TikTok**

+Add Sound either with music or voiceover to increase reach and share your Reason to Run.

+TAG your charity if they have an active TikTok account. If not, you can use a Hashtag to mention them

Mention your donation link in bio: remember to drive people to the link in your bio to donate to your cause.



Format Options:

- Video
- Carousel of images
- Story



How it all comes together: LinkedIn

Format Options:

- Single static image
- Multi static image
- Video

Add tags and hashtags:

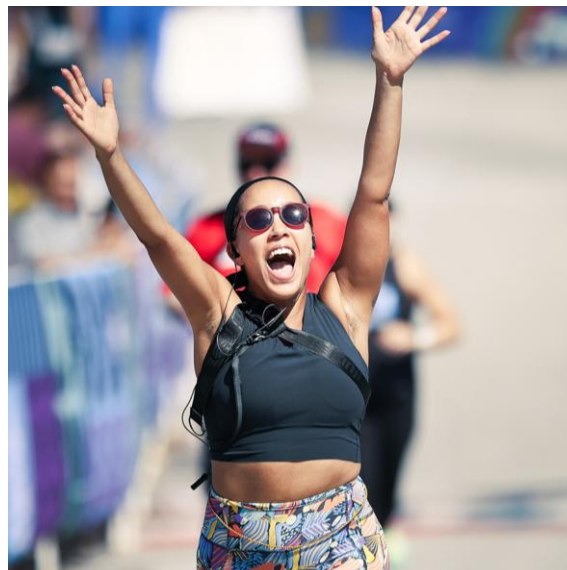
tag the right accounts and use official hashtags associated with the race to reach more people.



Your Name

I'm proud to run for a cause at this year's 131st [#BostonMarathon](#) presented by [Bank of America](#). My marathon is for [@\[yourcharity\]](#). I'm running because [personal connection]. Donate if you can! [<LINK>](#)

Add your donation link in the copy.



Like



Comment



Repost



Send



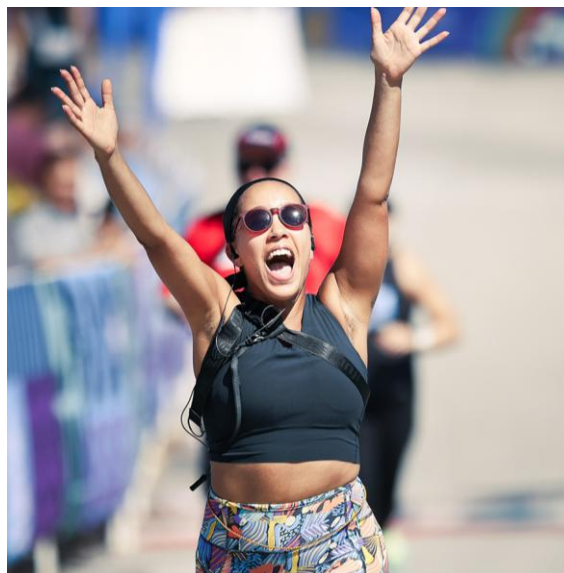
How it all comes together: **Threads**

Add tags and hashtags:

tag the right accounts and use official hashtags associated with the race to reach more people.

**Your Social Handle**

I'm proud to run for a cause at this year's 131st [#BostonMarathon](#) presented by [Bank of America](#). My marathon is for [@\[yourcharity\]](#). I'm running because ~~[personal connection]~~. Donate if you can! [<LINK>](#)



♡ 19 💬 4 ↻ ➦ 3

Add your donation link in the copy.

Format Options:

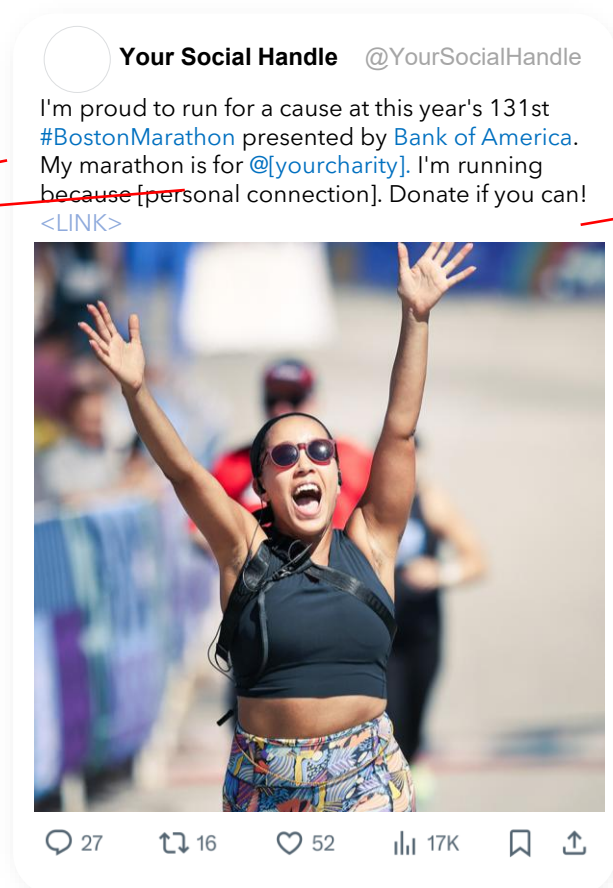
- Single static image
- Multi static image
- Video
- Text-only threads



How it all comes together: X/Twitter

Add tags and hashtags:

tag the right accounts and use official hashtags associated with the race to reach more people.



Add your donation link in the copy.

Format Options:

- Single static image
- Multi static image
- Video
- Text-only posts