

Social Media Toolkit



Use your social media channels to share why you support St. Joe's,
promote your team and meet your fundraising goal

POST CHECKLIST



Customize your “**Personal Page**” in the Cycle4StJoes Participant Centre



Include a compelling **photo or video** with every post



Share **why you ride** in Cycle4StJoes and/or why you support St. Joe's



Encourage others to register or support your ride



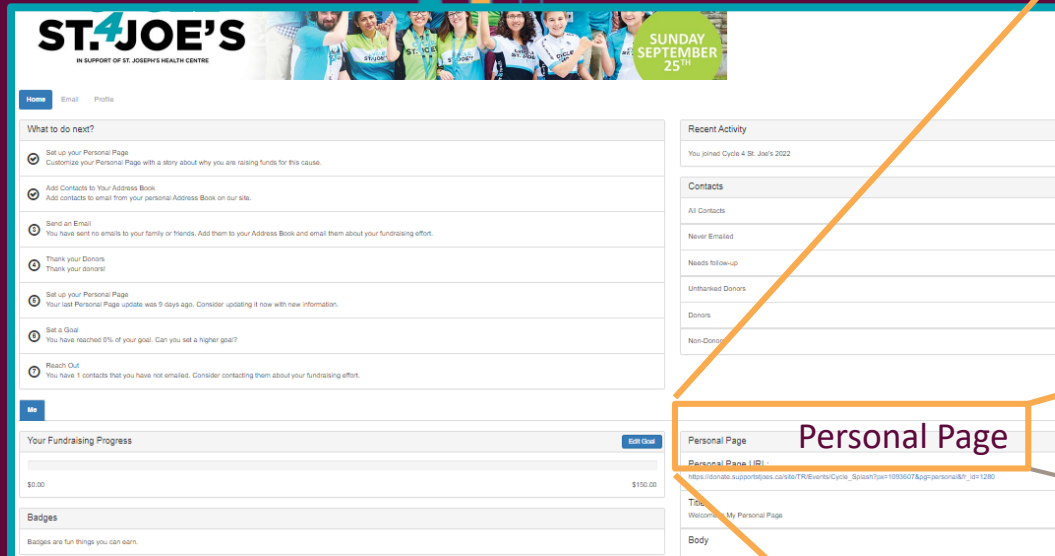
Include **date** of event (September 25, 2022) and **link** to your personal donation page



Tag us @StJoesPromise and use **Hashtags** #cycle4stjoes #stjoespromise #torontowest
#westtoronto #strava

Before Promoting on Social Media Update your Personal Page in the Participant Centre

Participant Centre



The screenshot shows the Participant Centre dashboard. At the top is a banner for 'ST. JOE'S' with a group photo and a 'SUNDAY SEPTEMBER 25th' event. Below the banner is a 'What to do next?' section with a list of tasks. The first task, 'Set up your Personal Page', is highlighted with a blue circle and a 'Set up' button. Other tasks include 'Add Contacts to Your Address Book', 'Send an Email', 'Thank your Donors', 'Set a Goal', and 'Reach Out'. To the right of the tasks is a 'Recent Activity' section showing 'You joined Cycle 4 St. Joe's 2022'. Below the tasks is a 'Your Fundraising Progress' section showing a progress bar from \$0.00 to \$150.00. At the bottom is a 'Badges' section with the text 'Badges are fun things you can earn.'

Personal Page

Add your name to Personalize your URL

Personal Page

Personal Page URL:

https://donate.supportstjoes.ca/site/TR/Events/Cycle_Splash?px=1093607&pg=personal&fr_id=1280

URL Settings

Title

Welcome to My Personal Page

Edit Content

Body

Personalize your message. Let visitors know this is your page.

Let's Cycle 4 St. Joe's and celebrate 10 years of riding together!

This 10th anniversary year, our community is coming together to support St. Joe's in transforming the Emergency Department, funding vital mental health care, and purchasing new technology and equipment.

St. Joe's is important to me because everyone who lives in the west end depends on having great care close to home. If you cannot join us, please feel free to make a donation by clicking on the "Donate" bar. Thank you for help

Photos/Video

Update Media

Add a photo of your bicycle, or anything that inspires you to Cycle4StJoes

Before & After: Your Personal Page

Before

Welcome to My Personal Page

Let's Cycle 4 St. Joe's and celebrate 10 years of riding together!

This 10th anniversary year, our community is coming together to support St. Joe's in transforming the Emergency Department, funding vital mental health care, and purchasing new technology and equipment.

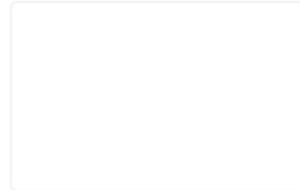
St. Joe's is important to me because everyone who lives in the west end depends on having great care close to home. If you cannot join us, please feel free to make a donation by clicking on the "Donate" bar. Thank you for help

Donate Now

Personal Progress:



Fundraising Honor Roll



After

Welcome to Melissa Smith's Personal Page



I can't wait to Cycle 4 St. Joe's on September 25th!

Thank you!

I'm so excited you have reached my page, and thankful you are here to support our amazing community hospital!

St. Joe's is important to me because both my kids were born here. As our family grows, I want to make sure the hospital has the tools it needs to deliver the best patient care possible.

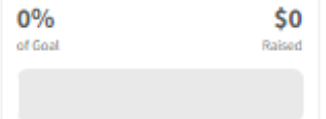
Thank you for your help, we can't do it without you!

Yours truly,

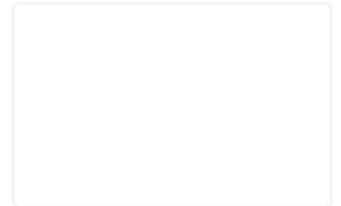
Melissa Smith

Donate Now

Personal Progress:



Fundraising Honor Roll



[image of a bicycle] This isn't JUST a bicycle, it's a fundraiser too. I've committed to cycle (*X km*) and raise (*\$X*) on Sunday, September 25th to support the @StJoesPromise. Please join me to #Cycle4StJoes or donate *[Insert URL to your donation page]* #westtoronto #torontowest

Sample Posts



I #Cycle4StJoes because I know the hospital is helping thousands of people in need daily. One day, it might be me or a loved one. I want to help ensure that the @StJoesPromise can deliver the best care possible. Please join/donate *[Insert URL to your donation page]* #westtoronto #torontowest

I'm proud to #Cycle4StJoes on Sunday, Sept. 25th. I'm motivated to support the @StJoesPromise because I want to help enhance the quality of life for my west-end community. Please ride with me and help raise funds or donate to my ride *[Insert URL to your donation page]* #westtoronto #torontowest

Support great healthcare close to home. Join me and #Cycle4StJoes or donate to help support the @StJoesPromise *[Insert URL to your donation page]* #westtoronto #torontowest

[image of your bicycle] This beauty right here helps me not only cut through the wind but also maintain my physical and mental health. This year, I'm broadening its scope and putting it to work for the @StJoesPromise to support all west enders' physical and mental health by cycling (X km) to raise (\$X) on Sunday, September 25th. Together, we can cycle and raise money for more emergency room space, better personalized mental health care, and modernized technology and equipment. Please join me to #Cycle4St.Joes or donate to my ride [Insert URL to your personal donation page] #westtoronto #torontowest #cycletoronto #strava

Sample Posts



Our west-end hospital has been delivering the @StJoesPromise for over 100 years. Everyone needs great care close to home. Your support helps to deliver that quality care. That's why I #Cycle4StJoes. I will go the distance like St. Joe's did for me [OPTION: or my loved one] - and I raise funds to ensure they have the necessary spaces and tools to help all my west-end neighbours when they need it most. Grab your bike and register to cycle and raise funds or please donate to my ride [Insert URL to your personal donation page] #westtoronto #torontowest #cycletoronto #strava

I'm proud to share that I will #Cycle4StJoes on Sunday, Sept. 25th. I'm motivated to support the @StJoesPromise because I want to help enhance the quality of life for my west-end community. Please ride with me and raise funds or donate to my ride [Insert URL to your personal donation page] #westtoronto #torontowest #cycletoronto #strava

I started cycling because it was fun, is a great way to get around town, and keeps me fit. #Cycle4StJoes completes the superfecta – it gives me purpose. I'm cycling (X km) and aspire to raise (\$X) on Sunday, September 25th to support the @StJoesPromise. Please join me to #Cycle4St.Joes or donate [Insert URL to your personal donation page] #westtoronto #torontowest #cycletoronto #strava

An adage suggests, “it takes a village to raise a child”. Another adage would say, “it takes a community to build a great hospital”. As a proud west-ender, I #Cycle4StJoes to raise money to support the @StJoesPromise. Funds raised will expand the emergency room, enhance personalized mental health programs, and purchase modern technology and equipment. Let’s help build a great community hospital together – grab your bike and join me on Sunday, September 25th or please donate to my ride [\[Insert URL to your personal donation page\]](#)

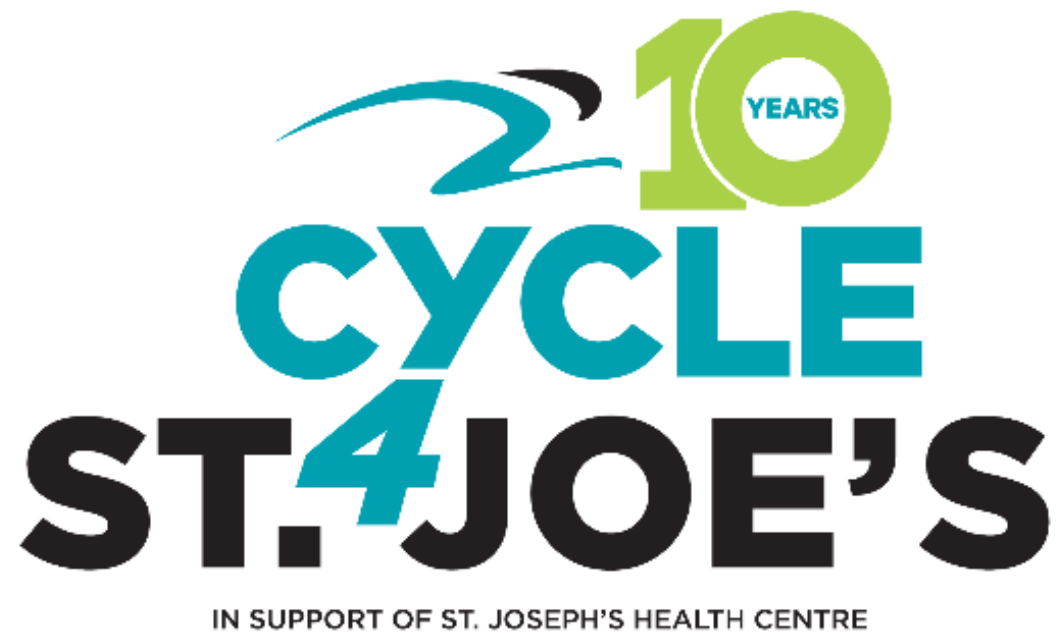
I #Cycle4StJoes because I know that every day our west-end community hospital is mending thousands of people and working hard to enhance their quality of life. One day, it might be me or someone I love and I want to make sure the @StJoesPromise delivers the best patient care possible. Please cycle with me or donate to my ride [\[Insert URL to your personal donation page\]](#)

Sample Posts



Our west-end hospital has been delivering the @StJoesPromise for over 100 years. Everyone needs great care close to home. Your support helps to deliver that quality care. That’s why I #Cycle4StJoes. I will go the distance like St. Joe’s did for me as raise funds to ensure they have the necessary tools to help all my west-end neighbours when they need it most. Are you with me? Please ride with me, or donate to my ride [\[Insert URL to your personal donation page\]](#)

I started cycling because it was fun, is a great way to get around town, and keeps me fit. #Cycle4StJoes completes the superfecta – it gave my bike a deeper purpose. I’m cycling (X km) and aspire to raise (\$X) on Sunday, September 25th to support the @StJoesPromise. Please join me to #Cycle4St.Joes or donate [\[Insert URL to your personal donation page\]](#)



Thank You