

Sunday, September 22, 2024

# Social Media Toolkit

# Get Ready to Share on Social Media!

Before you start posting, complete these important steps:

- **Customize Your Personal Page:** Log in to the Cycle 4 St. Joes Participant Centre and personalize your page.
- **Add Your Name:** Ensure your page URL is personalized with your name. Click on “URL Settings” to make this change.
- **Personalize Your Message:** Write an intro message so visitors know it's you and why you're participating in Cycle 4 St. Joes.
- **Add an Inspiring Photo:** Include a photo that motivates and resonates with your story. Visit [www.cycle4stjoes.ca](http://www.cycle4stjoes.ca) for photos you can use. You can find Cycle 4 St. Joe's graphics included with this kit for you to use too.





# Our Social Media Handles

- We are @StJoesFoundationTO across all social media channels. On Twitter, find us at @StJoesFdnTO.
- Tag us @StJoesFoundationTO and use the hashtags #Cycle4StJoes, #BetterCareForAll, #TransformingHealthcare, #ImpactIsEverywhere #CloseToHome.



# Sample posts and tips

## Twitter

Support great healthcare close to home. Join me and #Cycle4StJoes or donate to help support @StJoesFdnTO [Insert URL to your donation page]  
#ImpactIsEverywhere #BetterCareForAll  
#TransformingHealthcare

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 @StJoesFdnTO can deliver the best care possible. Please join/donate [Insert URL to your donation page]  
#ImpactIsEverywhere #BetterCareForAll

### Tips:

- Use inspiring images or videos of you on your bicycle to make your posts stand out.
- Share updates weekly to keep your followers engaged

## Instagram

I'm proud to share that I will #Cycle4StJoes on Sunday, Sept. 22nd. I'm motivated to support @StJoesFoundationTO because I want to help enhance the quality of care for my west-end community. Please ride with me and raise funds or donate to my ride [Insert URL to your personal donation page]  
#ImpactIsEverywhere #WestToronto #BetterCareForAll  
#TransformingHealthcare

Our west-end hospital has been delivering care 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 @StJoesFoundationTO did for me [OPTION: or my loved one] - and I raise funds to ensure they have the necessary spaces and equipment 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]  
#ImpactIsEverywhere #WestToronto #BetterCareForAll  
#TransformingHealthcare

### Tips:

- Post with a compelling image, like you in your helmet or from last year's ride.
- Share quick videos of your training or preparation.
- Aim to post at least once a week.

# Sample Posts

## Facebook

I #Cycle4StJoes because I know that every day our west-end community hospital cares for thousands of people and works towards enhancing the quality of healthcare in our community. One day, it might be me or someone I love, and I want to make sure @StJoesFoundationTO delivers the best patient care possible. Please cycle with me or donate to my ride [Insert URL to your personal donation page]

### Tips:

- Share your personal stories and reasons for participating.
- Include a link to your donation page.
- Post updates regularly to engage your network.

## LinkedIn

I've committed to cycle (X km) and raise (\$X) on Sunday, September 22nd to support @StJoesFoundationTO, because I know the hospital is helping thousands of people in need everyday. One day, it might be me or a loved one. I want to help ensure that St. Joe's can deliver the best care possible. Please join me to #Cycle4StJoes or donate [Insert URL to your donation page]  
#BetterCareForAll #TransformingHealthcare

### Tips:

- Highlight your commitment and the impact of your participation.
- Mention specific goals (distance, fundraising amount, fundraising deadline).
- Encourage professional connections to join or support you.



# Let's ride together!

Sunday, September 22, 2024

- Challenge yourself with one of 4 routes and ride on your own or as part of a team.
- The event kicks off at 7:30am with a power-up breakfast. Cyclists ride through the scenic countryside of Milton, starting outside the Mattamy National Cycling Centre and finishing in the same spot for a celebratory festival-style BBQ lunch provided by Woody's Burgers, a ride tradition.
- You'll also enjoy the return of favourites like Tony 'Too Tall' Fletcher as our lively host, the tastes of Great Lakes Brewery, and the chance to win prizes to reward you for your fundraising efforts—you'll surely want to earn a coveted jersey or cycling jacket!





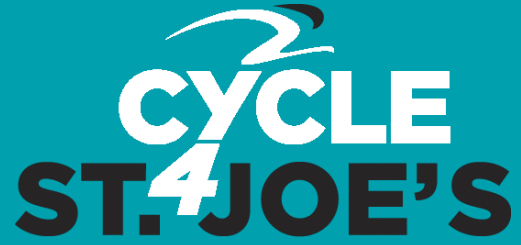
# About

Cycle 4 St. Joe's was started in 2011 by two teenage boys who challenged themselves to ride to Niagara and back in support of St. Joe's.

Like our founding Sisters, they understood how importance health care is to our community and wanted to give back: "When I was 15, I rode my bike with a friend to Niagara Falls to raise money for St. Joseph's Health Centre. Living just down the street from the hospital, and have been treated for a couple serious sports injuries, I know how important St. Joe's is to our community. What began as a way for one neighbourhood kid to support his community, has grown into an event that has raised over \$3.5 million for St. Joe's. I'm so proud to have been a part of Cycle 4 St. Joe's" – Hayden Mayeur, champion speed skater for Canada.

Today, this annual event brings out more than 4300 riders—with teams of doctors, nurses, health professionals and staff—supporting the most urgent needs at St. Joe's. Together, we have raised more than \$3.5 million.





# We're happy to help!

We'd love to answer your questions and support you. Feel free to reach out at [events@stjoestoronto.ca](mailto:events@stjoestoronto.ca)

For more information be sure to check out [www.cycle4stjoes.ca](http://www.cycle4stjoes.ca)