



Health for Life Challenge 2022

Social Media Toolkit - Health for Life 2022

We bet most of your friends, family, and professional connections use social media. That's why it's such a great tool for spreading the word about your 2022 Health for Life Challenge. You can also take a photo of yourself with the #HealthForLife sign provided in this toolkit and post it on social media.

REMEMBER: use the hashtags #FriendshipBridge and #HealthForLife every time you post on social media. Be sure to follow and tag us at the following social media handles, depending on which platform you're using.

Important Links:

- [Campaign Toolkit](#)
- **Friendship Bridge Social Media Handles**

Facebook: [@microcreditplus](#)

Instagram: [FriendshipBridge](#)

Twitter: [@Friend_Bridge](#)

LinkedIn: www.linkedin.com/company/friendship-bridge

- [Images to use on Social Media](#)
- [#HealthForLife Selfie Sign!](#)

Here are some examples of engaging social media posts:

Feel free to change the content based on your own writing style and the audience who you are trying to reach. These posts do not need to be shared in order:

1. Announcing your Health for Life Challenge

This month I've committed to challenging myself by _____ and _____ while staying #HealthyAtHome! I'm doing this to promote health and raise \$1,000 for [Friendship Bridge's](#) Health for Life program, which provides health services to women in Guatemala. Check out my fundraising page to learn more and support me! [Include the link to your fundraising page] #FriendshipBridge #HealthForLife

2. General Ask for Donations

I'm participating in a #HealthForLifeChallenge this month to raise funds for @FriendshipBridge, a nonprofit creating opportunities to empower Guatemalan women to build a better life. Every donation helps! Can you give \$10 to support me in my health challenge? [Include the link to your fundraising page] #FriendshipBridge #HealthForLife

3. Post about Health for Life Program

@FriendshipBridge's Health for Life program provides health services to women in rural areas of Guatemala through mobile and domiciliary clinics. During these sessions, nurses travel to perform important health screenings in a space where their clients can feel comfortable, in their own language, and with their culture in mind. Can you donate now to my fundraising page to support this program? [Include the link to your fundraising page] #FriendshipBridge #HealthForLife

4. Update about your Health for Life Challenge

Thanks to everyone who has donated so far to my #HealthForLife challenge, supporting @FriendshipBridge and their work for women in Guatemala. So far, we've raised [\$700]! Donate now to support. [Include the link to your fundraising page] #FriendshipBridge #HealthForLife

5. Informational post about Health for Life

@FriendshipBridge provides thousands of #women in #Guatemala with preventive health services so they can understand their bodies and be informed when making decisions about their health. I've committed to challenging myself to _____ to raise awareness

of their #HealthForLife program. Can you help? [Include the link to your fundraising page]
#FriendshipBridge #HealthForLife

6. Open-ended question

Can you imagine your life without access to health services or information about the importance of preventive health? Women in Guatemala served by @FriendshipBridge need your support. Would you partner with me to provide Guatemalan women living in poverty a healthier future? The money I raise will support access to often life-saving preventive health services. [Include the link to your fundraising page] #FriendshipBridge #HealthForLife

7. Final Thank You Post

Thank you so much for supporting my fundraising campaign this month! With your help, we raised \$_____, which will go toward expanding @FriendshipBridge's preventive health services for #WomenInGuatemala. Thank you to everyone who shared and donated. If you're interested in staying up to date on this health program and what Friendship Bridge is doing to #EmpowerWomen in #Guatemala, sign up for their newsletter: <https://www.friendshipbridge.org/whats-new/newsletter> #FriendshipBridge #HealthForLife

