

# Together as one

we walk to stop Crohn's and colitis.

## Gutsy Walk 2022 Social Media Lead Guide

Thank you for helping us raise awareness about Gutsy Walk, Crohn's disease, and ulcerative colitis on social media! If you have any questions about the material in this guide, or if you need any assistance with your social media efforts, you can reach out to [gutsywalk@crohnsandcolitis.ca](mailto:gutsywalk@crohnsandcolitis.ca) and we'll be happy to address any questions you may have.

### Our channels

- Crohn's and Colitis Canada's national accounts:
  - [Twitter](#) & [Instagram](#): @getgutsycanada
  - [Facebook](#): /getgutsycanada
  - [LinkedIn](#): /crohnsandcolitiscanada
  - [TikTok](#): @getgutsycanada
- Gutsy Walk accounts:
  - [Twitter](#) & [Instagram](#): @gutsywalk
  - [Facebook](#): /gutsywalk
- Instagram for Gutsy Walk's National Honorary Co-Chair @mya.bourget
- Discover key individuals in your community (i.e. your Local Honorary Chair)
- Let staff partner know if there are any accounts we should know of as well

### Hashtags

- #gutsywalk
- #Crohnsdisease
- #ulcerativecolitis

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- #crohns
- #colitis
- #inflammatoryboweldisease
- #IBD
- #crohnsawareness
- #colitisawareness
- #invisibleillness
- #chronicallyill
- #whylwalk
- #inspire
- #walk
- #charity
- #TikTok

**Tip:** You don't have to use all the above hashtags, but please be sure to use #gutsywalk, so we can get that hashtag trending on Sunday, June 5! Also, feel free to add your own!

## Writing Tips

- Organization name
  - Please avoid abbreviating Crohn's and Colitis Canada to CCC
  - When writing Crohn's and Colitis Canada, please capitalize all the Cs, but not the "a" in "and"
  - Never use an ampersand(&) in the name of the organization
- Disease names
  - **Crohn's disease** always has the "C" in Crohn's capitalized
  - **Ulcerative colitis** only has the "u" capitalized at the beginning of a sentence - when in the middle of a sentence, it is "ulcerative colitis"

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- When using Crohn's disease and ulcerative colitis, please do not mix long and short forms:
  - ✓ Crohn's disease and ulcerative colitis
  - ✓ Crohn's and colitis
  - ✗ Crohn's disease and colitis
  - ✗ Crohn's and ulcerative colitis
- **Inflammatory bowel disease (IBD)** should be in lowercase (as with ulcerative colitis) when in the middle of a sentence
  - You can use IBD to abbreviate, but ideally only after using the term in full first (however, understand with writing for social that is not always possible!)
- **Tagline:**
  - Together as one we walk to stop Crohn's and colitis.

## Dos and Don'ts:

- **Dos:**
  - Share stories from the community – ideally in their own words
  - Ensure you have consent – if they are registered for Gutsy Walk we are covered in terms of featuring them, but if they aren't please have them sign a consent form
  - Celebrate 'wins' and milestones – i.e. "we reached our goal! Now let's raise it..."
    - # of Top Pledge Earners and Teams in the community
  - Encourage volunteer signups in your area
  - Make your posts local and community focused – people follow local accounts because they want news and stories close to home

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- Tease exciting on-site activations and plans for the day of the walk
  - Link to your Local Honorary Chair's page and promote your own location page
  - Ask questions and engage your community
  - Play with new formats for your posts – polls, stories, countdowns, Q&As
  - Engage local influencers
  - Ensure you post about your local sponsors according to the local sponsorship matrix
  - Point specific questions to [learn@crohnsandcolitis.ca](mailto:learn@crohnsandcolitis.ca) or [support@crohnsandcolitis.ca](mailto:support@crohnsandcolitis.ca)
  - Reinforce information that is available on [gutsywalk.ca](http://gutsywalk.ca) (walk-related) or [crohnsandcolitis.ca](http://crohnsandcolitis.ca) (organization or disease related)
  - Use templates provided and follow the branding guidelines if making your own graphics and assets
- **Don'ts:**
    - State that one diet, lifestyle or type of medication would apply to everyone with IBD – everyone with IBD is different and requires different treatments
    - Promote pyramid schemes and other manipulative/predatory fundraising schemes
    - Share stuff from our US & UK (and other) counterparts – we want to keep it Canadian
    - Post political, religious or otherwise offensive content or inflammatory topics of discussion
    - Engage trolls – if someone is spamming your page with negative or off-topic questions and comments – you can block or hide their comments if they can't be reasoned with

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- Host a contest without specific rules and regulations – including information around skill testing questions, eligibility, liability, etc.
  - Be sure that whatever contest you are hosting doesn't break any local, provincial, or national laws

## Visual Tips

## Branding

# gutsywalk.ca

Our new gutsywalk.ca wordmark has been included in your kit! Inside you will find both a red and white version. You can use these when creating social media graphics in Canva or Photoshop. **As a general guideline, please apply the wordmark in the bottom right hand corner with some breathing room around the edges.**



**Proudly Supporting Gutsy Walk**  
For Crohn's and Colitis Canada

If you have sponsors or partners asking how they can show their support, you can supply them with the **Proudly Supporting Gutsy Walk** wordmark.

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## Our Colour Palette

- Primary colour hexcodes:
  - Black: #231F20
  - Red: #E61E26
  - Grey: #BCBEC0
- Secondary colour hexcodes:
  - Teal: #0086A4
  - Turquoise: #00BEEB
  - Green: #9FC61D
  - Purple: #65459B
- Tertiary colour hexcodes:
  - Orange: #F77400
  - Pink: #FF00FF

**Tip:** If you don't know what the above means, don't worry! But for those comfortable with graphic design, we invite you to use these colours to create your own #gutsywalk social media graphics in Canva or Photoshop.

## @getgutsycanada and @gutsywalk's Schedule

Please see below for a high-level overview of the official Crohn's and Colitis Canada and Gutsy Walk social media schedules.

### Month of April:

- Saturdays:
  - General or contest-focused content (e.g. Gear Up for Gutsy Walk)
  - Please reshare these on occasion, and add some local flare if you like when you do
- Wednesdays:
  - Stories and people from our community using #WhyWeWalk

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- These posts will often be about Local Honorary Chairs, teams of note, Gutsy Walk volunteers, and other special people from our community—if you see someone highlighted that you know, or a story that speaks to you, please reshare!
- Using hashtags #MyGWTee #GutsyWalk #GutsyenMarche

## Month of May:

- May will be similar to April: Saturdays and Wednesdays with the addition of Monday postings
- Mondays:
  - Fundraising, general and story posts to get the community further engaged. Please refer to “Post Templates” file to see a list of examples– use them as templates to post or build your own.
  - If you have any #GutsyWalk #MotivationMonday ideas, DM or tag us!

## Month of June:

- Wednesday (June 1) to Sunday (June 5) we will be posting Gutsy Walk content to keep frequency and reminders up about the event.
- **June 5, Gutsy Walk**
  - Please tag us at @getgutsycanada and @gutsywalk!
  - Use #gutsywalk
  - Take photos and videos while at your local walk and post them!
  - Be sure to schedule ahead your day-of sponsorship posts (please refer to “Local Social Media Sponsor Recognition Guidelines”)
  - If on Instagram, be sure to start a “Gutsy Walk 2022” highlight and save your day-of stories there so you always have them
  - Thank your volunteers and your community for coming out (or joining your chapter online!)



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- Crohn's and Colitis Canada and the Gutsy Walk team will be at various Gutsy Walk locations sharing photos and videos throughout the day
- On Monday, June 6, we will change gears and start posting content with the following messaging:
  - Total fundraised
  - Sponsor thank yous
  - Highlights from the day
  - Post-walk contest winners, prize announcements, etc.
  - No longer the Mon/Wed/Sat mix of posts – content will be more sporadic until the official closing on July 11, 2022

## Contests

There will be a number of contests that will be promoted through the official Crohn's and Colitis Canada and Gutsy Walk platforms—when you see these posts, please reshare and amplify on your local community pages.

If you're looking to host your own contests locally, that's great! That said, before you start a contest, please be sure to check your provincial guidelines before doing so. Contests can be legally binding so before you start a contest, we ask that you **receive consent to do so from your staff partner.**

When pitching your staff partner on your contest idea, please be sure to flesh out your plan: how will prize work? How will the winner(s) be selected? What are the important days and times in terms of contest eligibility? Do you have a skill testing question ready for your winners?

For help in navigating these questions, you can visit the following sites to ensure your contest idea is ready:

- <https://www.viasport.ca/social-media-toolkit/10-steps-to-running-a-social-media-contest>



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- <https://www.mondaq.com/canada/social-media/834000/how-to-legally-use-social-contests-to-promote-your-outdoor-adventure-business>

## Questions from the Community

If you receive questions that you don't know how to answer—such as medical questions, or questions about Crohn's and Colitis Canada as an organization—please direct the user to email [learn@crohnsandcolitis.ca](mailto:learn@crohnsandcolitis.ca) and a Crohn's and Colitis Canada staff member will be able to address their question.

## Social Media Posts for Your Use

Inside your Kit, we have included various social media post copy that you can use as is or customize as you see fit to add your own personal flare. You can find this material in a separate document.

Outside of our template posts though, we encourage you to write and share your own! Be fun and creative when engaging with your followers. Try asking them questions using the poll feature, or ask them to share their reason for participating at this year's Gutsy Walk and share it back to amplify their support. If you're ever uncertain, don't hesitate to ask for help! Email us at [gutsywalk@crohnsandcolitis.ca](mailto:gutsywalk@crohnsandcolitis.ca) if you have any questions.

## Resources

- [Canva.com](https://www.canva.com)
  - Free graphic design templates and social media tools
- [Tweetdeck](https://tweetdeck.twitter.com)
  - Scheduling tool for Twitter

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- URL Shorteners
  - [Bit.ly](#)
  - [Tinyurl.com](#)
  - URL shorteners help when there is a limited word or character count, like for Twitter
- [WeTransfer.com](#)
  - Helpful for sending large files that are too big for email, such as video files

**Thank you for volunteering with us and sharing the magic of Gutsy Walk on social media!**