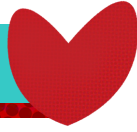


American Heart Association Teen of Impact

Social Media Strategy



TIPS FOR ENGAGING CONTENT



SHARE YOUR "WHY"

Why is heart health important to you? Do you have a family member or friend who experienced heart disease or stroke?



BE "REAL"

Show your personality! Use real photos from your life and messaging straight from your heart. Emojis help, too!



MAKE IT HAPPEN

Get people to take action! Ask clearly for support and always share your fundraising link. Keep up momentum by posting frequently.



TAG IT, RESHARE IT

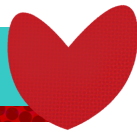
Use the hashtag #HeartTeenofImpact. You can also reshare content from the American Heart Association's social accounts!

PLATFORM TIPS

- On Instagram, X, Snapchat and TikTok, add your fundraising link to your bio.
- When promoting on Instagram or Facebook Stories, include a link sticker to drive traffic to your fundraising page.
- On Facebook, update your profile or cover photo with information about your campaign.
- Pin a post about your participation in Teen of Impact and your fundraising link.
- Celebrate milestones on posts and stories.
- Use tags to recognize supporters and team members!



Post Ideas



LOCKED IN

Announce your nomination and kick off your campaign with purpose! Encourage others to follow your journey and support your campaign in the coming weeks.



RECRUIT YOUR CREW

Tell others why you chose to step up for heart health and ask them to join your Impact Team.



SPARK DONATIONS

Every dollar makes a difference. Build urgency around reaching your goal and remind people that their donation can save lives.



HYPE YOUR SQUAD

Celebrate your team or highlight team members who have gone above and beyond to support the campaign.



SHOUT OUT YOUR DONORS

Thank your supporters and ask others if they would be willing to give.



DEFINE YOUR IMPACT

Tell people what you want to achieve or be remembered for during Teen of Impact - ask others to help you make that vision a reality.

Post Resources



KEY MESSAGES

- Cardiovascular disease is the No. 1 killer in the United States.
- Someone dies from cardiovascular disease in the United States every 34 seconds.
- Stroke accounts for approximately 1 in every 20 deaths in the United States.
- Each year, more than 23,000 youth under age 18 experience cardiac arrest.
- Cardiovascular disease can happen to anyone, at any age. By age 18, many people have already developed heart disease risk factors such as high blood pressure, obesity, high cholesterol or Type 2 diabetes.
- Despite being the leading cause of death, many instances of cardiovascular disease are preventable through a healthy lifestyle.
- Awareness, education and action can save lives!



[Download our Teen of Impact social media posts](#)

for ways to highlight these staggering statistics and empower your network to give to your campaign.

AMERICAN HEART ASSOCIATION VIDEO RESOURCES

These impactful videos are some other great resources to highlight the importance of cardiovascular health and the American Heart Association's work on your social channels!

- [Heart Makes Possible](#)
- [Be Ready to Save a Life](#)
- [How to Perform Hands-Only CPR](#)

Post Examples

