

LandAid Trek 2024: Comms Guide

Over the last few years, we have all learnt just how important and powerful social media can be.

The world has gone digital – so when it comes to promoting a cause, it's important you feel equipped to navigate the world of social media.

Here's a few tips to help your voice be heard on social media:

1. Simplify your message

This doesn't mean you have to be brief, but it does mean you should be as clear as possible on what you want your followers to understand. Edit your message down to the essential information. Think: "What do I want my audience to take away from my message?"

You don't need to use fancy phrases, clever wording or embellishments. Use short words, phrases and sentences to get your point across and make more of an impact as it will likely be more memorable. (The world is so fast paced, and we are all grappling with time - many of us simply scan our social media).

2. Use appropriate channels

'Where' you present your message, and 'how' you choose to do it, is almost as important as 'what' you say.

Use platforms where you have a larger or more familiar following, or alternatively where there is a more relevant space for property and built environment industry content, such as LinkedIn, Instagram or X (formerly known as Twitter).

3. Use hashtags and keywords

Be part of a wider conversation!

Using words such as **#Property**, **#LandaidTrek**, and **#EndYouthHomelessness** within your messaging can help amplify your content and connects you to a wider digital conversation with fellow participants/individuals/organisations who are using the same.

People are always searching for what interests them, and when these particular words or phrases pop into view, they will take notice – a hashtag is a little identity in itself.

4. Tag people

Don't forget to tag the appropriate/relevant people in your message/content – as an example, this could be your organisation and LandAid.

Tagging LandAid, means we'll engage with your post, giving you that extra bit of support!

Remember, we are on embarking on this Trek together.

Here's some example captions to aid your messaging:

Please feel free to mix, match or weave into your own wording as you see fit!

Example 1

I've signed up to take part in the #LandAidTrek!

I'll be braving 27km across the Black Mountains in Wales on 14 September to help end youth homelessness.

Donate to my fundraising page today: (insert link to your fundraising page)

@landaid #EndYouthHomelessness

Example 2

I'm taking on the #LandAidTrek to help tackle the urgent issue of youth homelessness in the UK.

Every step taken will have an impact.

Why not take part too?

Sign up here today: <https://join.landaid.org/event/landaidtrek-2024/home>

@LandAid #EndYouthHomelessness.

Virtual Trek orientated:

I've registered to take part in the #LandAidTrek!

I'll be [walking, running, jogging or braving] 27km over the weekend of 13-15 September to help end youth homelessness.

You can support by donating to my fundraising page today: (insert link to fundraising page)

@landaid #EndYouthHomelessness

Extra guidance

Don't be afraid to use complimentary emoji's in your posts too! These can help engagement.

We'll be using some of these on the LandAid channels: 🏠 📄

Useful Information:

LandAid social media channel handles:

- LinkedIn / X (Twitter) / Facebook: @LandAid
- Instagram: @landaidcharity

Useful LandAid links:

- Trek page: <https://join.landaid.org/event/landaidtrek-2024/home>
- LandAid Website: <https://www.landaid.org/>
- LinkedIn: <https://www.linkedin.com/company/landaid-charitable-trust-limited/>
- Instagram: <https://www.instagram.com/landaidcharity/>
- X/Twitter: <https://twitter.com/LandAid>
- Facebook <https://www.facebook.com/landaid>

