

LONDON MARATHON TOOLKIT

WELCOME TO #TEAMSHELTER

Home is everything. It's our foundation, and where we thrive.

Everyone should have a safe place to call home, and yet there are nearly 120,000 children living in temporary accommodation in England, with a household becoming homeless every 4 minutes. This is an outrage. As a proud member of #TeamShelter, every pound you raise will help defend the right to a safe home. In this guide, you'll find some key messaging and top tips to help you spread the word about your fundraising on social media to your friends, colleagues and family. Good luck!

DOWNLOADABLE ASSETS

We've made a series of images - click here to download these.

TOP TIPS

- Best day to post: Thursday
- Best time to post: 12pm-1pm; 8pm-9pm. 10% of donations are made on event day between 8am-9am.
- Best hashtags: #marathontraining, #runningmotivation #motivationmonday #workoutwednesday
- Best emojis: 📍👉 are great for directing the eye to your fundraising page link!
- Best length: Keep posts short (max 100 characters)
- Best content: Videos (especially live one) have a higher engagement rate than photos.

LINKEDIN

Handle: @shelter-uk

Home is everything. It's our foundation, and where we thrive. That's why I'm running the @LondonMarathonEvents for Shelter this April - because everyone deserves to have a safe place to call home.

Join the #FightForHome by donating now: [FUNDRAISING LINK](#)

FACEBOOK

Handle: @ShelterUK

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INSTAGRAM

Handle: @ShelterCharity

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TWITTER

Handle: @shelter

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