



UNITED MITOCHONDRIAL  
DISEASE FOUNDATION  
**energy**  
for  
**life**  
walkathon®

**SOCIAL MEDIA  
Toolkit**

## Social Media Toolkit

*This document is meant to inform Energy for Life Walkathon participants – team captains, walkers, fundraisers, and sponsors – on how they can engage UMDF on social media in support of the Energy for Life Walkathon and the mito patient community.*

### Social Media Posting Tips:

- Share your team or walker fundraising page link and tell your story as often as possible leading up to the event day.
- Be sure to “follow” UMDF and tag us in your social posts.
- Repurpose any of the below content in support of UMDF’s Energy for Life Walkathon.
- Always include a visual (images and/or videos) for added engagement. Add your own personal photos and create “Reels” or “Stories” to share your patient story, encourage team recruitment, and inspire fundraising toward your goal. These are the best ways engage your followers.
- Implement hashtags where appropriate.

### Tagging:

- Facebook: @theUMDF
- Instagram: @umdf
- Twitter: @UMDF
- LinkedIn: United Mitochondrial Disease Foundation

### Use Hashtag: #EnergyforLife

Additional Hashtags: #EnergizetheFight #UMDF #mitochondrialdisease

### Key Messages:

#### PRE-EVENT

- Overlays available:
  - “More Energy Together” for Team Captains
  - “I am an Energy Maker” for Participants
  - “Proud Energy Partner” for Corporate Sponsors

- **Team Captain Option – Add Overlay graphic over family, team or walk honoree photo**
  - Facebook: Excited to be a Team Captain for the @EnergyforLifeWalkathon in [INSERT CITY] on [INSERT DATE]! We walk for [INSERT HONOREE NAME]! Together, we are taking every step toward treatments and cures for #mitochondrialdisease. Let’s #EnergizetheFight and find #EnergyforLife with @theUMDF. Join [INSERT TEAM NAME]: [INSERT TEAM PAGE LINK]
  - LinkedIn: Excited to be a Team Captain for the Energy for Life Walkathon in [INSERT CITY] on [INSERT DATE]! We walk for [INSERT HONOREE NAME]! Together, we are taking every step toward treatments and cures for #mitochondrialdisease. Let’s #EnergizetheFight and find #EnergyforLife with the @United Mitochondrial Disease Foundation. Join [INSERT TEAM NAME]: [INSERT TEAM PAGE LINK]
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  - Instagram: Excited to be a Team Captain for the Energy for Life Walkathon in [INSERT CITY] on [INSERT DATE]! We walk for [INSERT HONOREE NAME]! Together, we are taking every step toward treatments and cures for #mitochondrialdisease. Let’s #EnergizetheFight and find #EnergyforLife with @umdf. Join [INSERT TEAM NAME]! Learn more at the link in my bio. [add team page link to bio]
- **Participant Option – Add Overlay graphic to family, team or walk honoree photo**
  - Facebook: Excited to be taking every step and fundraising for the @EnergyforLifeWalkathon in [INSERT CITY] on [INSERT DATE]! We walk for [INSERT HONOREE NAME]! There is no cure for #mitochondrialdisease. Let’s change that! Let’s #EnergizetheFight and find #EnergyforLife with @theUMDF. Donate and support [INSERT TEAM NAME]: [INSERT WALKER PAGE LINK]
  - LinkedIn: Excited to be taking every step and fundraising for the Energy for Life Walkathon in [INSERT CITY] on [INSERT DATE]! We walk for [INSERT HONOREE NAME]! There is no cure for #mitochondrialdisease. Let’s change that! Let’s #EnergizetheFight and find #EnergyforLife with the @United Mitochondrial Disease Foundation. Donate and support [INSERT TEAM NAME]: [INSERT WALKER PAGE LINK]
  - Twitter: Excited to be taking every step and fundraising for the Energy for Life Walkathon in [INSERT CITY] on [INSERT DATE]! We walk for [INSERT HONOREE NAME]! Let’s #EnergizetheFight and find #EnergyforLife with @UMDF. Donate and support [INSERT TEAM NAME]: [INSERT WALKER PAGE LINK]

- Instagram: Excited to be taking every step and fundraising for the Energy for Life Walkathon in [INSERT CITY] on [INSERT DATE]! We walk for [INSERT HONOREE NAME]! There is no cure for #mitochondrialdisease. Let's change that! Let's #EnergizetheFight and find #EnergyforLife with @umdf. Donate and support [INSERT TEAM NAME]! Click the link in my bio.  
[add walker page link to bio]
- **Sponsor Option – Add Overlay graphic to Sponsor Logo or Corporate Photo**
  - Facebook: Proud to be a partner of the @EnergyforLifeWalkathon in [INSERT CITY] on [INSERT DATE]! There is no cure for patients like [INSERT HONOREE NAME] with #mitochondrialdisease. Together, we walk and fundraise for treatments and cures for the mito community. Let's #EnergizetheFight and find #EnergyforLife with @theUMDF. Join us: energyforlifewalk.org
  - LinkedIn: Proud to be a partner of the Energy for Life Walkathon in [INSERT CITY] on [INSERT DATE]! There is no cure for patients like [INSERT HONOREE NAME] with #mitochondrialdisease. Together, we walk and fundraise for treatments and cures for the mito community. Let's #EnergizetheFight and find #EnergyforLife with the @United Mitochondrial Disease Foundation. Join us: energyforlifewalk.org
  - Twitter: Proud partner of the Energy for Life Walkathon in [INSERT CITY] on [INSERT DATE]! There is no cure for patients like [INSERT HONOREE NAME] with #mitochondrialdisease. Let's walk and fundraise for cures. #EnergizetheFight and find #EnergyforLife with @UMDF: energyforlifewalk.org
  - Instagram: Proud to be a partner of the Energy for Life Walkathon in [INSERT CITY] on [INSERT DATE]! There is no cure for patients like [INSERT HONOREE NAME] with #mitochondrialdisease. Together, we walk and fundraise for treatments and cures for the mito community. Let's #EnergizetheFight and find #EnergyforLife with @umdf. Learn more at the link in bio.  
[add energyforlifewalk.org to bio]

## EVENT DAY

- Suggested Image: Photos/videos of your team by Walkathon signage
  - **Team Captain Option**
    - Facebook: It's WALK DAY at the @EnergyforLifeWalkathon in [INSERT CITY]! We are taking every step, wheel, roll for [INSERT HONOREE NAME]! It's not too late to donate to [INSERT TEAM NAME] and help us #EnergizetheFight against #mitochondrialdisease. This is #EnergyforLife with @theUMDF! SHARE, LIKE, GIVE: [INSERT TEAM PAGE LINK]

- LinkedIn: It's WALK DAY at the Energy for Life Walkathon in [INSERT CITY]! We are taking every step, wheel, roll for [INSERT HONOREE NAME]! It's not too late to donate to [INSERT TEAM NAME] and help us #EnergizetheFight against #mitochondrialdisease. This is #EnergyforLife with the @United Mitochondrial Disease Foundation! SHARE, LIKE, GIVE: [INSERT TEAM PAGE LINK]
- Twitter: It's WALK DAY at the Energy for Life Walkathon in [INSERT CITY]! We are taking every step for [INSERT HONOREE NAME]! Donate to [INSERT TEAM NAME] and help us #EnergizetheFight against #mitochondrialdisease. This is #EnergyforLife with @UMDF! GIVE: [INSERT TEAM PAGE LINK]
- Instagram: It's WALK DAY at the Energy for Life Walkathon in [INSERT CITY]! We are taking every step, wheel, roll for [INSERT HONOREE NAME]! It's not too late to donate to [INSERT TEAM NAME] and help us #EnergizetheFight against #mitochondrialdisease. This is #EnergyforLife with @umdf! SHARE, LIKE, GIVE! Learn more at the link in my bio.  
[add team page link to bio]
- **Participant Option**
  - Facebook: LET'S GO, @EnergyforLifeWalkathon in [INSERT CITY]! Today, I walk for [INSERT HONOREE NAME]! Help me #EnergizetheFight and find #EnergyforLife with @theUMDF. It's not too late to donate and support [INSERT TEAM NAME]! GIVE: [INSERT WALKER PAGE LINK]
  - LinkedIn: LET'S GO, @EnergyforLifeWalkathon in [INSERT CITY]! Today, I walk for [INSERT HONOREE NAME]! Help me #EnergizetheFight and find #EnergyforLife with the @United Mitochondrial Disease Foundation. It's not too late to donate and support [INSERT TEAM NAME]! GIVE: [INSERT WALKER PAGE LINK]
  - Twitter: LET'S GO, @EnergyforLifeWalkathon in [INSERT CITY]! Today, I walk for [INSERT HONOREE NAME]! Help me #EnergizetheFight and find #EnergyforLife with @UMDF. It's not too late to donate and support [INSERT TEAM NAME]! GIVE: [INSERT WALKER PAGE LINK]
  - Instagram: LET'S GO, @EnergyforLifeWalkathon in [INSERT CITY]! Today, I walk for [INSERT HONOREE NAME]! Help me #EnergizetheFight and find #EnergyforLife with @umdf. It's not too late to donate and support [INSERT TEAM NAME]! Click the link in my bio and GIVE.  
[add walker page link to bio]
- **Sponsor Option**
  - Facebook: Today's the Day! Today, we take every step for [INSERT HONOREE NAME] at the @EnergyforLifeWalkathon in [INSERT CITY]! This is how you #EnergizetheFight and find #EnergyforLife as a Partner to @theUMDF. We're



going the distance for treatments and cures for #mitochondrialdisease. You can, too. GIVE at [energyforlifewalk.org](http://energyforlifewalk.org)

- LinkedIn: Today's the Day! Today, we take every step for [INSERT HONOREE NAME] at the @EnergyforLifeWalkathon in [INSERT CITY]! This is how you #EnergizetheFight and find #EnergyforLife as a Partner to the @United Mitochondrial Disease Foundation. We're going the distance for treatments and cures for #mitochondrialdisease. You can, too. GIVE at [energyforlifewalk.org](http://energyforlifewalk.org)
- Twitter: Today, we take every step for [INSERT HONOREE NAME] at the Energy for Life Walkathon in [INSERT CITY]! This is how you #EnergizetheFight and find #EnergyforLife as a Partner to @UMDF. We're going the distance to cure #mitochondrialdisease. GIVE at [energyforlifewalk.org](http://energyforlifewalk.org)
- Instagram: Today's the Day! Today, we take every step for [INSERT HONOREE NAME] at the @EnergyforLifeWalkathon in [INSERT CITY]! This is how you #EnergizetheFight and find #EnergyforLife as a Partner to the @United Mitochondrial Disease Foundation. We're going the distance for treatments and cures for #mitochondrialdisease. You can, too. GIVE TODAY! Learn more at the link in bio.  
[add [energyforlifewalk.org](http://energyforlifewalk.org) to bio]

## POST-WALKATHON THANK YOU

- Thank You graphic available in Facebook, Instagram, and Twitter dimensions
- **Option for All Participants:**
  - Facebook: THANK YOU for your support of [INSERT HONOREE NAME] at the @EnergyforLifeWalkathon in [INSERT CITY]! Your commitment, donations, and heart toward cures for #mitochondrialdisease makes all the difference. You power research, education, and support at @theUMDF – and it's a big deal! We'll see you next year to once again #EnergizetheFight. #EnergyforLife – today and always: [energyforlifewalk.org](http://energyforlifewalk.org)
  - LinkedIn: THANK YOU for your support of [INSERT HONOREE NAME] at the Energy for Life Walkathon in [INSERT CITY]! Your commitment, donations, and heart toward cures for #mitochondrialdisease makes all the difference. You power research, education, and support at the @United Mitochondrial Disease Foundation – and it's a big deal! We'll see you next year to once again #EnergizetheFight. #EnergyforLife – today and always: [energyforlifewalk.org](http://energyforlifewalk.org)
  - Twitter: THANK YOU for your support of [INSERT HONOREE NAME] at the Energy for Life Walkathon in [INSERT CITY]! Your donations and heart toward cures for #mitochondrialdisease makes all the difference to @UMDF and to us! We'll see you next year at #EnergyforLife. [energyforlifewalk.org](http://energyforlifewalk.org)





- Instagram: THANK YOU for your support of [INSERT HONOREE NAME] at the @EnergyforLifeWalkathon in [INSERT CITY]! Your commitment, donations, and heart toward cures for #mitochondrialdisease makes all the difference. You power research, education, and support at @umdf – and it’s a big deal! We’ll see you next year to once again #EnergizetheFight. #EnergyforLife – today and always. Learn more at the link in bio.  
[add energyforlifewalk.org to bio]

## THIS IS OUR WHY

### Mito Awareness Facts to Share – Graphics available for download in Facebook, Instagram, and Twitter dimensions

1. Mitochondria are responsible for creating 90% of the energy you need to power your body – your Energy for Life.
2. Every **30 minutes** a child is born who will develop a mitochondrial disease by age 10.
3. The parts of your body that need the most energy – heart, brain, muscles – are most affected by mitochondrial disease. Disease symptoms are life changing.
4. One in 5,000 people has a genetic mitochondrial disease.
5. The mission of the United Mitochondrial Disease Foundation is to promote research and education for the diagnosis, treatment and cure of mitochondrial disorders and to provide support to affected individuals and families.
6. UMDF funds the best science around the globe, including nearly \$16 million in peer-reviewed research to advance treatments and cures.
7. Over \$170 million of governmental funding for mitochondrial disease research has been stimulated by UMDF research grants and advocacy efforts.
8. 5,000+ attendees gained insight and connection in United Mitochondrial Disease Foundation educational meetings last year.
9. Our best hope for progressing patient care is in funding mitochondrial disease research, encouraging clinical trial participation, and gathering data in the worldwide patient-populated registry mitoSHARE.
10. Our team of 100+ dedicated volunteer UMDF Support Ambassadors offer patient families a shoulder to lean on.
11. There is no cure for mitochondrial disease. Together, we walk and fundraise for treatments and cures for the mito community. Together, we’ll find Energy for Life.