



2019 SOCIAL MEDIA TOOLKIT

CHALLENGED ATHLETES FOUNDATION COMMUNITY WEEKEND

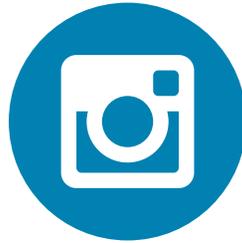
Featuring the Aspen Medical Products San Diego Triathlon Challenge

www.challengedathlete.org/weekend

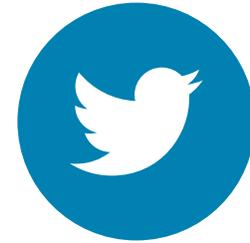




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@cafoundation



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#BestDayinTri #TeamCAF



[linked.com/company
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[youtube.com/c/
ChallengedAthletesFoundation](https://youtube.com/c/ChallengedAthletesFoundation)

IMAGE DOWNLOAD

LINK TO FOLDER CONTAINING ALL SOCIAL MEDIA IMAGES/VIDEOS :

https://www.dropbox.com/sh/1nynz4xqfkb4nhw/AAAqHF4w8Hmnq_AY9H0zn4z4a?dl=0

FOLDER CONTENTS

- **Instagram Photos:** photos sized specifically for Instagram
- **Facebook & Twitter Photos:** photos sized specifically for Facebook, and can be used for Twitter too
- **Videos:** 2019 Promotional Video, and 2018 Recap Video

PRE-EVENT

- XX days until the #BestDayinTri! Join me in La Jolla Cove Oct. 20th and find out why it's called the #BestDayinTri. The life you change just might be your own! Learn more— www.challengedathletes.org/weekend/
- The 2019 #BestDayinTri is almost here! More than a tri, it's a weekend full of sports, community, and celebration. I'm so excited! Join me, www.challengedathletes.org/weekend/
- Be a part of @cafoundation biggest community weekend of the year featuring the Aspen Medical Products San Diego Triathlon Challenge. Together, we'll raise funds and empower more athletes with physical challenges. Learn more: <https://www.challengedathletes.org/weekend/>



FUNDRAISING

- Join me at La Jolla Cove on Oct. 20th and find out why I love the @AspenMP San Diego Triathlon Challenge--#BestDayInTri!
< insert fundraising link >
- The #BestDayInTri is almost here! Help me support @CAFoundation and its mission to empower individuals with physical challenges through sports

For Facebook replace @cafoundation with @CAForg

DURING SDTC



- I am so excited to be at the #BestdayinTri changing lives for individuals with physical challenges through @cafoundation!
- I'm here at the #BestDayinTri with athletes of ALL abilities getting ready to swim 1-mile, bike 44-miles, and run 10-miles in support of @cafoundation. Can't wait, wish me luck!

From corporate team: We're so excited to be here today at the @AspenMP San Diego Triathlon Challenge supporting @cafoundation. Our team is looking forward to changing lives together! #BestDayinTri

**For Facebook posts replace @Cafoundation with @CAForg*

SAY THANKS FOR FUNDRAISING SUPPORT

I'm so excited to be here at the 2019 @AspenMP San Diego Triathlon Challenge. Thank you for all of your support in helping me get here today. Together we're empowering individuals with physical challenges through sports.

AFTER SDTC



- Wow, what an incredible day changing lives! I am so happy I was a part of the 2019 #BestDayinTri supporting @cafoundation
- What an inspiring day at the #BestDayinTri supporting @cafoundation! I swam 1-mile, biked 44-miles, and ran 10-miles to empower individuals with physical challenges through sports.
- The #BestdayinTri was the best-ever! I am so happy I could be a part of this inspiring day supporting @cafoundation and individuals with physical challenges. Can't wait until next year!

**For Facebook posts replace @Cafoundation with @CAForg*

MAKE SURE TAG #BESTDAYINTRI

Share your favorite photos from the day using #BestDayinTri and your post could be featured on Challenged Athlete Foundation's social media channels.