

Social Media Toolkit

Every step you take brings us closer to a cure for celiac disease! Be proud of your efforts and spread the word.

Here are some sample social media captions to help share your fundraising efforts for the Turkey Trot with your network. Copy/paste and edit to make your message unique. Remember, these are just suggestions, and we encourage you to personalize and share why the Celiac Disease Foundation's mission is important to you. Be sure to tag @celiacdiseasefoundation on [Instagram](#) and @celiacdiseasefdounation on [Facebook](#).

Sharing Your Fundraising Page

The buttons on the top right of your fundraising page link directly to Facebook, X, and your personal email address where you can share your fundraising page with your community and invite them to donate, cheer you on, or join you for the Turkey Trot. There is also a **Share** button where you can copy and paste the link directly.



Add Fundraising Page Link to Instagram Bio

You can also add your fundraising page to your Instagram Bio. To do so, open the Instagram app on your phone or tablet (this feature is not available on desktop), and open your profile page. Click the **"Edit profile"** button in the top left corner. Click **"Links"** and then **"Add external links."** Copy your fundraising page link in the URL box and add a title. Click **"Done"** in the top right corner to save the link to your bio.



For questions, please contact turkeytrot@celiac.org.

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Sample Social Media Posts

Below are some example captions for sharing your fundraising page on social media. Remember to always include a link to your fundraising page in your social media posts!



- I am participating in the Celiac Disease Foundation Turkey Trot in support of one single goal: finding a cure for celiac disease. Join me as we run toward a future without celiac disease: **[INSERT YOUR FUNDRAISING PAGE LINK]**
- Join me in supporting the Celiac Disease Foundation as we advance celiac disease research for the Turkey Trot! Every step counts in the fight for a cure. Let's make a difference together! **[INSERT YOUR FUNDRAISING PAGE LINK]**
- 1 in 100 people worldwide have celiac disease. Join me and the Celiac Disease Foundation as we unite to find a cure and bring hope to those affected. **[INSERT YOUR FUNDRAISING PAGE LINK]**
- Together, we can cross our ultimate finish line – a cure for celiac disease! Join me in supporting the Celiac Disease Foundation and make a lasting impact in the fight for a cure. Every step brings us closer! **[INSERT YOUR FUNDRAISING PAGE LINK]**
- I'm participating in the Turkey Trot in honor of individuals living with celiac disease worldwide. Please consider donating to help advance crucial research and a cure for celiac disease. Every dollar counts! **[INSERT YOUR FUNDRAISING PAGE LINK]**
- You can help fast-track a cure for #celiacdisease – yes, really! I'm fundraising for the @CeliacDiseaseFoundation in their annual Turkey Trot and your support means everything. Donate here! **[INSERT YOUR FUNDRAISING PAGE LINK]**



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