



Social Media Toolkit

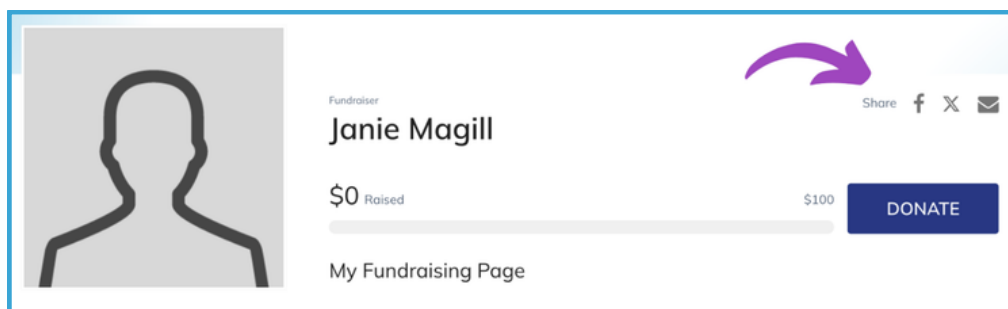
Every step you take brings us closer to a cure for celiac disease!

Share your Turkey Trot journey and fundraising efforts with your network using the tips & sample captions below. Copy, paste, and make them your own by adding your personal celiac disease connection.

Don't forget to tag **@celiacdiseasefoundation** on Instagram and Facebook!

Sharing Your Fundraising Page

Use the buttons at the top right of your fundraising page to easily share it on Facebook, X, or by email. Invite your community to donate, cheer you on, or join you for the Turkey Trot. You can also use the Share button to copy your fundraising page link and share it anywhere you'd like.



Add Fundraising Page Link to Instagram Bio

Make it easy for your followers to find and support your fundraising page by adding the link to your Instagram bio.

1. Open Instagram on your phone or tablet and go to your profile.
2. Tap **Edit profile** → **Links** → **Add external link**.
3. Paste your fundraising page URL and add a title (e.g., "Support My Turkey Trot").
4. Tap **Done** to save.

Note: Instagram does not currently offer this feature on desktop.



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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