





4. Craft the social post that will make people run to grab tissues and jump head first into your efforts. Use the text from step 2 to write two paragraphs consisting of 3–4 sentences each that tell your story -- but focus on the core of your story that you highlighted in step 3

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Once this is done, read the story outloud to make sure it flows well. Sounds pretty good, right?

5. Tweet! Tweet! Twitter is an amazing tool to reach people and grow your movement. The problem is you can only use 280 characters per tweet. Each letter and space counts as a character.

Practice writing three tweets with 1–2 of your core points in them. The point of these tweets is to spread awareness and build the movement. Be hopeful and positive without downplaying the reality of the disease.

Start each tweet with “My name is ::fill in first name::.” As you go on, experiment with other intros.

Copy and paste these tweets into the “What’s Happening?” box on Twitter’s website. The box will tell you if you are over or under the character count.

