



MOVING MOUNTAINS

for MULTIPLE MYELOMA®



MMRF Moving Mountains for Multiple Myeloma Social Media Guide

Along with your physical preparation, exercise your social media muscles to maximize your fundraising and raise awareness before, during, and after your trek!

Your online presence can be a powerful force in accelerating a cure! Share your journey to inspire and motivate countless individuals to join you in moving mountains for multiple myeloma.



[Facebook.com/MMRFTeam4Cures](https://www.facebook.com/MMRFTeam4Cures)



[Instagram.com/themmrff](https://www.instagram.com/themmrff)

Hashtag All of Your Posts

Follow us on the above handles, tag us in your posts, and use the hashtags **#MM4MM** and **#MMRF** to share your own experiences while inspiring others in the myeloma community!

Need some ideas? Try the below:

Prior to the Hike

Spread the Word

Let your friends, family, and followers know why you're passionate about this trek, accelerating a cure for multiple myeloma, and how they can support you.

Harness the Power of Storytelling

Use your social media platforms to tell your story. Share personal anecdotes, insights, and emotions related to your training, preparation, and anticipation for the trek.

Share Your Progress

Document your training milestones and progress. Share photos, videos, and updates to keep your followers engaged and invested in your journey.

During the Hike

Live Updates During the Trek

Your photos and videos will give your followers a glimpse into your extraordinary adventure. Share your reflections, challenges, and triumphs in real-time.

After the Hike

Post-Trek Reflections

Take some time to reflect on your experience and share it with your online community. Discuss your personal growth, the impact the trek had on you, and the lessons you've learned.