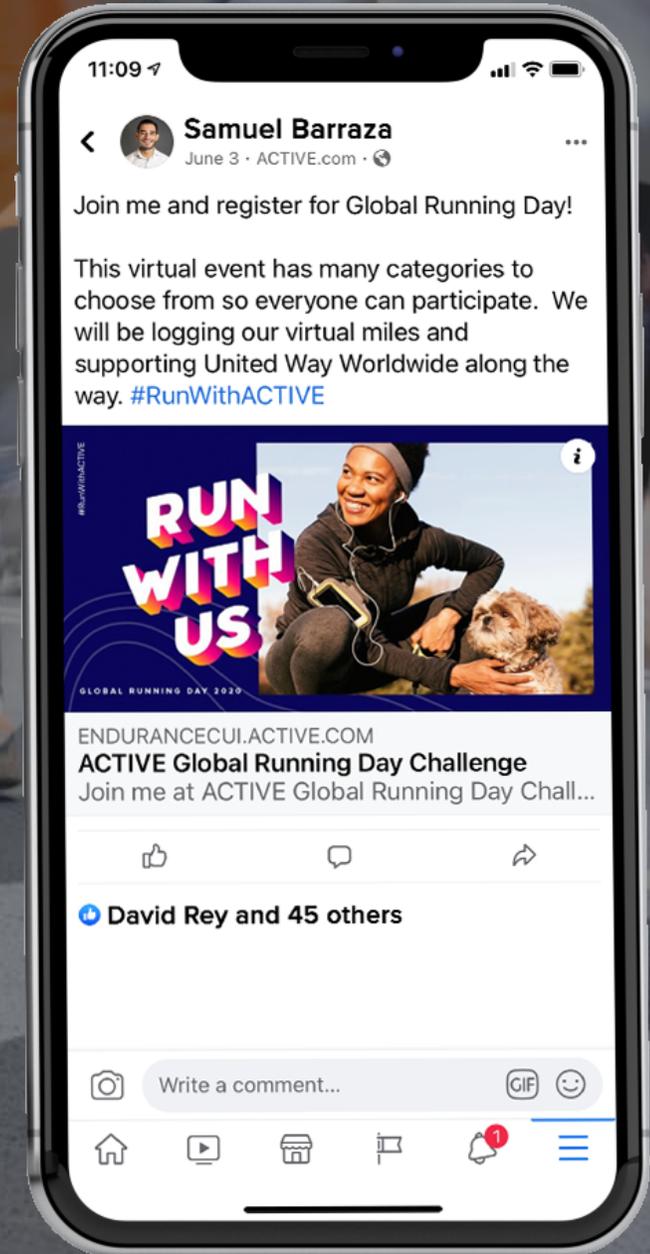




ENDURANCE

# Social Media Tools Guidelines & Best Practices

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# GUIDELINES

**All** [?](#)

Enter the URL to be referenced in Facebook Likes, Google+, and Tweets.

**URL:**  [Preview](#)  
*https://www.facebook.com/Activecom*

**Facebook** [?](#)

Enter the default text to be presented to consumers when they Share the event.

**Name**

**Image** 

[Choose file](#) fs\_image.png  
*Format: JPG, JPEG, PNG or GIF. Size: Less than 3 MB. Dimensions: 1200 px width, 630 px height minimum.*

**Description**

[Reset to default](#)

## URL

- **Leave blank** – it will automatically reference your registration page URL

## Facebook Image

- This image is posted to the participant's wall when they choose to the Facebook Share option & well as the image used in other applications as the preview for the registration page
- Less than 3 MB
- 1200px Width x 630px Height



# GUIDELINES

**Twitter** ⓘ

Enter the default text to be presented to consumers when they Tweet about event.

**Tweet** Join me at \${event\_name} on \${event\_date}!  
#whatsyourACTIVE  
\${url}

48

Reset to default

**Email**

Enter the default values to present to consumers when they send an email about the event from the registration confirmation page.

**Subject:** Join me at \${event\_name} on \${event\_date}!

**Body:** Join me at \${event\_name} on \${event\_date}! \${url}

Reset to default

**SMS**

Enter the default text to be presented to consumers when they SMS about event.

**Text:** Join me at \${event\_name} on \${event\_date}! \${url}

Reset to default

## #Hashtags

- Add any relevant hashtags that promote your event into the social media channels. This will ensure when shared, your hashtag is inserted

## URL code

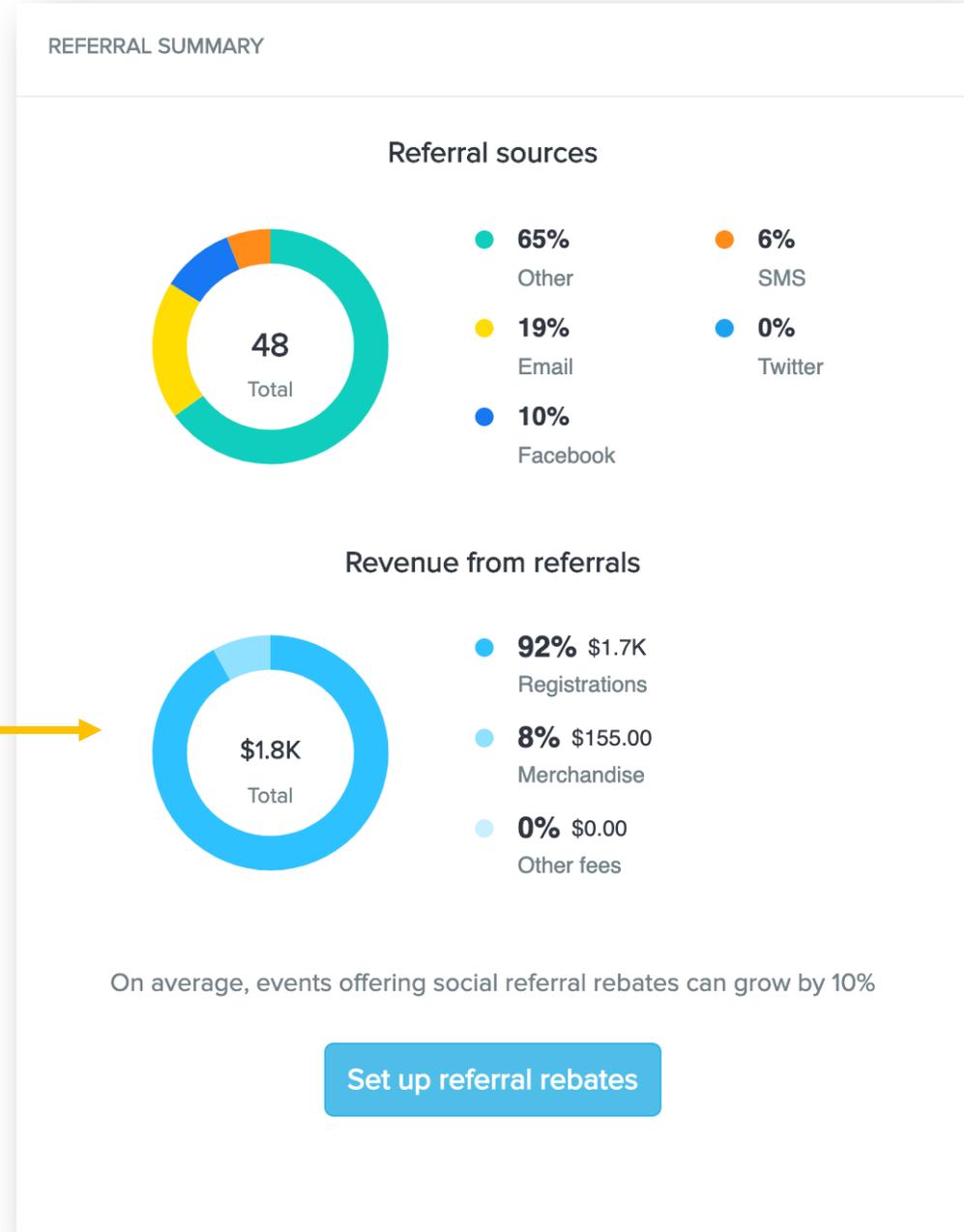
- **Leave \${url}** – This reference code embedded into the body of the various social media services, this will make sure the registration page URL gets shared.



# DASHBOARD

**REFERRAL SUMMARY** component highlights **Referral sources** and **Revenue from referrals**.

Referrals are broken down by the specific social media source and referral revenue is attributed as either registration, merchandise, or fees.





# BEST PRACTICES

## Motivate prospects to Register

- Large, easily understood call to action.
- Use phrases like “*I’m going to \_\_\_\_*” or “*Join me at \_\_\_\_*” so that when a participant’s friends see the post, they are compelled to participate as well.

## Stand out Visually

- Use color, typography, images, and wording to enhance presentation of your call to action.

## Provide Key Info

- Be sure to include event name, date, and location.

## Use your Voice

- This may be your first exposure to your participant’s social circle! Use your brand’s voice and style to make sure they understand how *quirky* or passionate you really are.



Samuel Barraza

1 min · ACTIVE.com · 🌐

Join me for the Jade Mountain Duathlon!

The XTERRA Jade Mountain VR Duathlons, to be held over five days from August 27-31, are the first of eight virtual races to engage the XTERRA family and showcase the global nature of the sport with events themed around XTERRA’s regional championship venues.

[#xterravr](#)



ENDURANCECUI.ACTIVE.COM

**VR1: XTERRA Jade Mountain Duathlon**

Join me for VR1: XTERRA Jade Mountain Duathlon on 8/27/2020!...



Like



Comment



Share



# EXAMPLES

Join me for Global Running Day 2020! Register free to log our collective miles and get outside and run today 😊

#RunWithACTIVE  
**RUN WITH US**  
GLOBAL RUNNING DAY 2020

ENDURANCECUI.ACTIVE.COM  
**ACTIVE Global Running Day Challenge**  
Join me at ACTIVE Global Running Day Challenge on 6/3/2020!

Like Comment Share

Join me for Global Running Day 2020! Register free to log our collective miles and get outside and run today 😊

**I'M GOING!!**  
**SEA OTTER CLASSIC**  
Presented by Continental

ENDURANCECUI.ACTIVE.COM  
**2020 Sea Otter Classic presented by Continental**  
Join me at the 2020 Sea Otter Classic presented by Continental on April 16-19! 2020 will b...

20 15 Comments 2 Shares

Like Share



# EXAMPLES

let's go!



**FINISH breast cancer**  
**donna**  
everywhere.  
together.

**I'M IN. ARE YOU?**

ENDURANCECUI.ACTIVE.COM

**The 14th Annual DONNA Marathon Weekend**  
Join me at The 14th Annual DONNA Marathon Weekend on 2/13/...

Like Comment Share

Write a comment...



**COOPER RIVER  
BRIDGE RUN**  
April 4, 2020

**RUN WITH ME!**

ENDURANCECUI.ACTIVE.COM

**2020 Cooper River Bridge Run - 10K**  
Join me at the 2020 Cooper River Bridge Run - 10K on 4/4/2020!...

17 5 Comments

Like Share