



**Tour de Cure
Woolies Wheels and Walks 2023
On Tour Social Plan**

Thank you for all your support – Curing Cancer, Changing Lives!

Please find following our social media plan for Woolies Wheels and Walks, due to take place 7 – 9 May 2023.

SOCIAL MEDIA

Please ensure you tag us in any of your posts:

Facebook: @TourdeCureAustralia

Instagram: @tourdecureaus

LinkedIn: @Tour de Cure Australia

Make sure you update your Instagram bio with your fundraising link, and include it in any posts.

HASHTAGS:

#curingcancer #changinglives #letsurecancer #wooliesonwheels #woolieswheelsandwalks



[Facebook - @TourdeCureAustralia:](#)

We will post twice a day:

- Highlight video from that day
- Album of photos from that day



[Instagram - @tourdecureaus:](#)

We will post:

- 3-4 min highlight video;
- 10 great photos
- Instagram Stories incorporating content from grant recipients, sponsor highlights, the Woolies Wheels and Walks community.



[LinkedIn - @Tour de Cure Australia:](#)

Highlight video



Photos in high res

Flickr - <https://www.flickr.com/photos/tourdecure/albums>

Download all photos per day for your own use, in whatever size you require.

Want to use videos?



Vimeo - <https://vimeo.com/tourdecure>

Daily highlights video will be uploaded to Vimeo at 5pm each day. You can use the link if you are emailing your community or download from there and use as needed.