

Go Red for Women – Woman of Impact 2025 Participant Social Media Playbook

To best leverage your social media during the campaign, and be authentic to the audience you already know, personally written posts are always encouraged, but our templated posts are available for you to use in part or whole with minor modifications. Post text may be modified as nominees see fit.

Please note: Links are not clickable in Instagram posts. To help drive donations on that platform, put the link in your bio or link to it on your Instagram story, and reference that - #linkinbio or “See the link on my story.” - in your static post text.

Pre-Campaign Kickoff

Make sure to announce on social media that you are participating in the Go Red for Women - Woman of Impact campaign! We suggest using a photo of yourself to give the post a personal touch. You may want to post a photo of you in red, making a heart with your hands and/or with someone/something that relates to your reason for joining the Go Red for Women - Woman of Impact campaign. Pre-made graphics are also provided as an alternative option.

| Graphics: | Posts: |
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| <p>Download the Woman of Impact Social Media Toolkit Zip Folder here, and use the image “Pre-Campaign Kickoff” to supplement these posts!</p> <p>We also have customizable posts available on Canva where you can insert a photo of yourself, which you can find here.</p> | <p>Exciting news! I’ve committed to participating in [City] #GoRedWomanofImpact campaign. Through this campaign, I will be raising my voice, raising awareness and raising funds for women’s heart health in our community through the American Heart Association’s Go Red for Women movement. Why? [Insert personal story or reason.] My campaign starts on Feb. 7. Stay tuned for how you can support!</p> |

Campaign Kickoff Day

Woman of Impact officially launches on Friday, February 7th – National Wear Red Day®. Start your campaign off strong by letting your network know your efforts are underway!

| Graphic: | Post: |
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| <p>Download the Woman of Impact Social Media Toolkit Zip Folder here, and use the image “Campaign Kickoff Day” to supplement this post!</p> <p>We also have a customizable post available on Canva where you can insert a photo of yourself, which you can find here.</p> | <p>Today, on National #WearRedDay, I am excited to Go Red for Women and kick off my #GoRedWomanofImpact campaign in support of [@local page]. I will be working to make the greatest impact possible on the future of women’s health in the [City] community. If you would like to support my campaign and help me reach my goals, donate now at [link].</p> |

Week 1 | Kickstart Your Community

To earn your points this week, visit your HQ and learn more about the American Heart Association’s commitment to our next century of work (we turned 100 in June 2024!).

| Graphic: | Post: |
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| <p>Download the Woman of Impact Social Media Toolkit Zip Folder here, and use the image “Week 1 – Kickstart Your Community” to supplement this post!</p> | <p>The more a woman knows about heart disease, the better chance she has of beating it. That’s why I am proud to be a part of the #GoRedWomanofImpact campaign, raising awareness and helping change the course of our No. 1 killer: cardiovascular disease. Can I count on your support? [Enter personal page link]</p> |

Week 2 | Nation of Lifesavers

To earn your points this week, visit your HQ to watch the 90-second Hands-Only CPR video and take a quick quiz.

For Week 2, we recommend using a photo of you practicing CPR. A pre-made graphic is also provided as an alternative option. You can also link to the CPR page and have that link preview instead of using a photo or graphic.

| Graphic: | Post: |
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| Download the Woman of Impact Social Media Toolkit Zip Folder here , and use image "Week 2 – Nation of Lifesavers" to supplement this post! | Women are less likely to receive bystander CPR than men. Let that sink in. But there is good news – we can change this. As a #GoRedWomanofImpact nominee, I learned Hands-Only CPR so that I can make my home and my community a safer place and be prepared to help if someone needs it. The person I'm most likely to save? Someone I already know and love. Take 90 seconds to learn CPR today, then share the link with your loved ones: https://cpr.heart.org/en/cpr-courses-and-kits/hands-only-cpr . Tag @GoRedforWomen and #GoRedWomanofImpact. |

Week 3 | Go Red, Get Connected

To earn your points this week, visit your HQ and join one of our American Heart Association or Go Red for Women communities.

For Week 3, pre-made graphics for our communities are available, but you can also use the link previews in the posts below instead of graphics to encourage others to join.

| Graphics: | Posts: |
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| Download the Woman of Impact Social Media Toolkit Zip Folder here , and depending on what community you choose to join, use the "Week 3 – #GoRedGetFit," "Week 3 – You're the Cure," or | #GoRedGetFit Passionate about your health? Me too. As a Go Red for Women Woman of Impact nominee, I want you to join me in a movement that's inspiring women everywhere to prioritize heart health and live their best lives. Join #GoRedGetFit on Facebook and get connected today. https://www.facebook.com/groups/GoRedGetFit You're the Cure CPR in schools. Smoke-free indoor air. Healthier foods. Those are just a few of the things made possible because of the work of the American Heart Association. As a #GoRedWomanofImpact nominee in [City], I invite you to |

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| <p>“Week 3 – Support Network” images to supplement these posts!</p> | <p>join me in advocating for meaningful changes that create longer, healthier lives in our community. Simply text IMPACT to 46839 or visit http://www.yourethecure.org to complete your pledge.</p> <p>Support Network You’re not alone. Join the American Heart Association’s Support Network, a free online forum for those impacted by cardiovascular disease and stroke to connect and get support on their journey. https://supportnetwork.heart.org/ #GoRedWomanofImpact</p> |
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Week 4 | Women’s Unique Health Needs

To earn your points this week, visit your HQ and watch our video about women’s life stages and cardiovascular disease.

For Week 4, we suggest you post a photo of a woman you love (you’ll want to get her permission – or maybe it’s you!) who was affected by cardiovascular disease during a life stage like pregnancy or menopause, if you know one. Sharing stories is a powerful way to spread awareness. A pre-made graphic is also available.

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| <p>Graphic:</p> <p>Download the Woman of Impact Social Media Toolkit Zip Folder here, and use images “Week 4 – Pregnancy” or “Week 4 – Menopause” to supplement this post!</p> | <p>Post:</p> <p>As women, we experience unique life stages that can impact our risk for heart disease and stroke, like pregnancy and menopause. As a Go Red for Women Woman of Impact nominee, I know it’s vital for all women to understand their personal risk factors and family history, and encourage you to have those potentially life-saving conversations. http://www.GoRedforWomen.org #GoRedWomanofImpact</p> |
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Week 5 | Mind, Heart, Body Connection

To earn your points this week, visit your HQ to learn about the mind-heart-body connection and take a moment to meditate.

For Week 5, it is recommended that you post a photo of you doing a wellness activity, like meditation, yoga or whatever helps you relax and recharge. A pre-made graphic is also provided as an alternative option.

| Graphic: | Post: |
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| Download the Woman of Impact Social Media Toolkit Zip Folder here , and use the image “ Week 5 – Mind, Heart, Body ” connection to supplement this post! | Research shows that stress and anxiety can impact health. As a #GoRedWomanofImpact nominee, it is important to me that the women in my life understand the mind-body connection and how to focus on improving both their physical health and mental well-being. It’s easier with Go Red for Women. https://www.goredforwomen.org/mindheartbody |

Week 6 | Move More

To earn your points this week, visit the HQ and learn about the recommendations for physical activity.

For Week 6, we suggest you post a photo of yourself being active, even if it is as simple as you walking or tying your gym shoe. A pre-made graphic is also provided as an alternative option.

| Graphic: | Post: |
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| Download the Woman of Impact Social Media Toolkit Zip Folder here , and use the image “Week 6 – Move More” to supplement this post! | As a Go Red for Women Woman of Impact nominee, I want you to find your fierce – whatever gets you up and moving – for better physical and mental health. Let’s commit to move more and become better women because of it. www.GoRedforWomen.org #GoRedWomanofImpact |

Week 7 | Research Goes Red

To earn your points this week, visit your HQ and sign up for Research Goes Red.

For Week 4, we suggest you post a photo of yourself on the Research Goes Red website on your computer or phone, or otherwise participating in research if applicable. A pre-made graphic is also provided as an alternative option. You can also link to the Research Goes Red website and have that link preview instead of using a photo or graphic.

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| Graphic: | Post: |
| Download the Woman of Impact Social Media Toolkit Zip Folder here , and use the image “Week 7 – Research Goes Red” to supplement this post! | We Go Red to be seen, heard and counted. Too few women are represented in cardiovascular research, but you can help change that. Because every woman has the power to transform the world. As a #GoRedWomanofImpact nominee, I invite you to join Research Goes Red and be a catalyst for positive change by ensuring more women are represented in research on our greatest health threat. GoRedforWomen.org/research |

Countdown Posts

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| Graphics: | Posts: |
| Download the Woman of Impact Social Media Toolkit Zip Folder here , and use the “Countdown Post” images to supplement these posts! | <p>Midpoint/Halfway We are halfway through my #GoRedWomanofImpact campaign. Can the [@local page] and I count on your support? Head over to [link] to help me make a bigger impact on women’s heart health in our community. Because every woman deserves to be seen, heard and counted when it comes to their health.</p> <p>Three Weeks Left As a #GoRedWomanofImpact nominee, I want you to be seen, be heard, be counted. Go Red for Women is more than just wearing red on the first Friday in February—it’s about making an impact and raising awareness that cardiovascular disease is the No. 1 killer of women. And changing that stat, TOGETHER. With just three weeks left in my campaign, I need your support today. [link]</p> <p>One Week Left Thank you to everyone who has already supported my #GoRedWomanofImpact campaign. With one week left, I hope you can help me support [@local page]. Head over to [link] to donate and help me make a bigger impact on women’s heart health in our community. It takes all of us to fight back against cardiovascular disease.</p> <p>One Day Left I need your support now more than ever. With one day left in the #GoRedWomanofImpact campaign, I have raised [x]</p> |

toward my personal goal of [x]. Those dollars can help the American Heart Association change the course of cardiovascular disease: the No. 1 killer of women. Can you give today? [link] Let's Go Red, together. For your mother, your daughter, your sister, your friends. For your family. For you.

Last Day

The [City] #GoRedWomanofImpact is coming to an end. Over the last nine weeks, I have been overwhelmed with the support I've received from so many of you, and I am so grateful. One of the highlights of my campaign is [insert personal story]. Thank you for making an impact here in our community and for helping save more women's lives. Today is the last day to make a donation. [link]

Campaign End

Thank you! I want to personally thank each one of you for supporting me over the past few months. Seeing you show up in so many ways – every post, every call, every dollar donated – it all makes a difference! For women everywhere. Thank you for making an impact here in [City] and for helping save more women's lives. #GoRedWomanofImpact