LONDON MARATHON SOCIAL MEDIA GUIDANCE 2027

WELCOME TO THE TEAM

We’re so excited to welcome you to Comic Relief’s Seriously Good Running Club. You’ve got the place, now let’s make it count!

As part of your marathon journey, we’ve put together a quick guide to help you share your experience on social media, if that’s something you’d like to do.

Sharing your marathon journey can inspire others, raise awareness of Comic Relief’s work, and help encourage donations along the way. There’s absolutely no pressure to post regularly. Just be yourself, tell your story, and have fun with it.

Whether you're celebrating a training milestone, sharing fundraising updates, or capturing race day moments, every post can help make a difference.

If you have any questions, please don’t hesitate to get in touch with the team. We’re always happy to help, and as you’ll soon discover, we’re a pretty friendly bunch!



TOP SOCIALTIPS

Whether you're a social media newbie or a seasoned content creator, these simple tips will help you share your joruney with confidence.

Share your why: Tell people why you're running for Comic Relief and what inspires you to take on the challenge. Personal stories help people connect with your journey and encourage support.

Take supporters along for the ride: Bring people with you every step of the way, from training runs and fundraising milestones to race day nerves and crossing the finish line. Spot a fun and relevant trend online? Jump in and have some fun with it.

Ask for support: Don’t be afarid to share your fundraising page regularly and make it easy for people to donate. A simple call to action can make all the difference.

Create content for social media: When filming videos, try to shoot vertically/ portrait (9:16) where possible. This works best across Instagram Stories, Facebook Reels and TikTok, helping your content look great wherever you share it.



DON'T FORGET TO TAG US

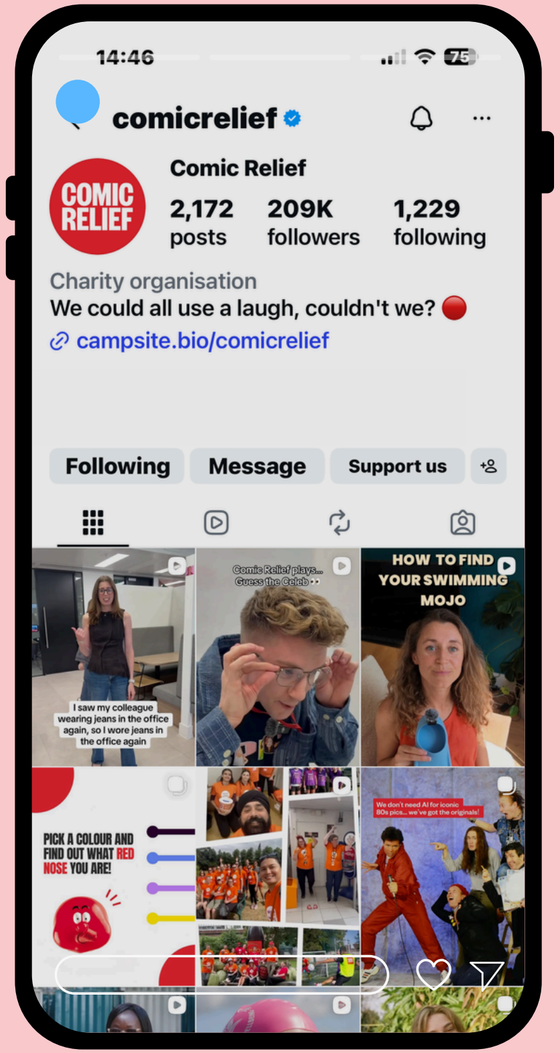
Follow and tag us at:

Instagram: @comicrelief
TikTok: @comicrelief
Facebook: @comicrelief
LinkedIn: Comic Relief

Use our hashtags:

#TeamComicRelief
#LondonMarathon

Tagging Comic Relief and using our hashtags helps us find your posts and celebrate your marathon journey with you!



DIGITAL MILESTONE BADGES

Visit our website and navigate to the ‘Run for Comic Relief’ webpage to explore and download our digital milestone badges. These pre-made social media graphics can help you to easily share key updates with your audience and encourage support.

The milestones include:

- Training has begun
- I’m fundraising for Comic Relief
- Please sponsor me
- Thank you for sponsoring me
- Halfway through training
- Last training run complete
- Longest run complete
- Fundraising target reached

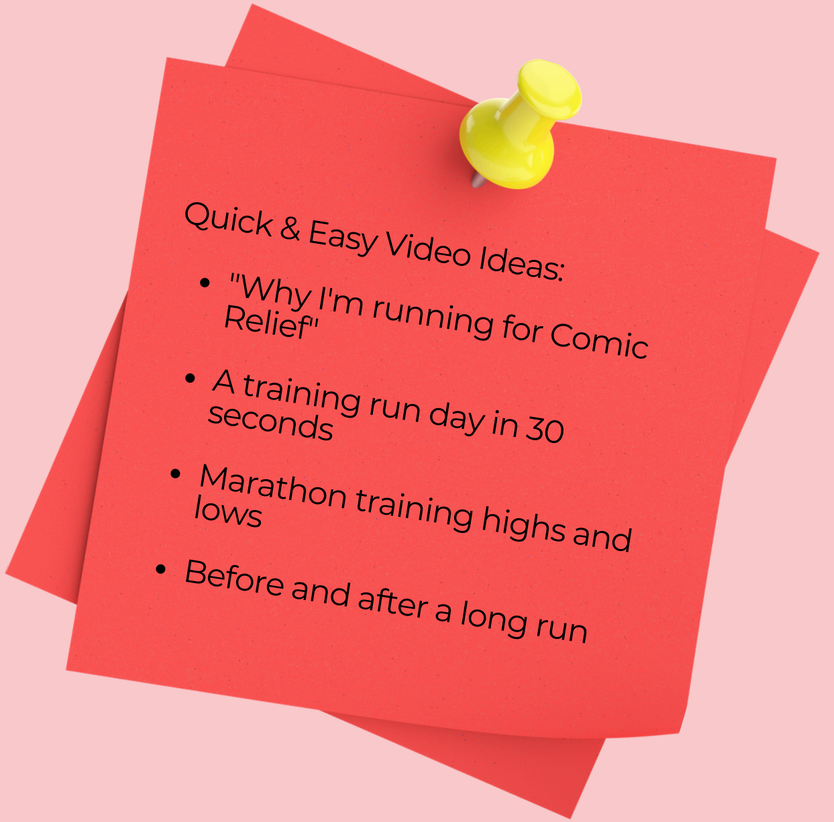




EASY CONTENT IDEAS

BEFORE THE RACE:

- Announce you're running the London Marathon for Comic Relief and share your why.
- Post a photo or video from your first training run.
- Share a screenshot when you hit a fundraising milestone.
- Post a photo of your running shoes and the miles they've covered.
- Post a countdown to race day.
- Share what's motivating you to keep going on tougher training days.
- Take followers along on a long run with a few photos or video clips.
- Show your race-day kit/ essentials and explain what you'll be wearing.
- Share your pre-race preparations and favourite carb-loading meal.



EASY CONTENT IDEAS

ON RACE DAY:

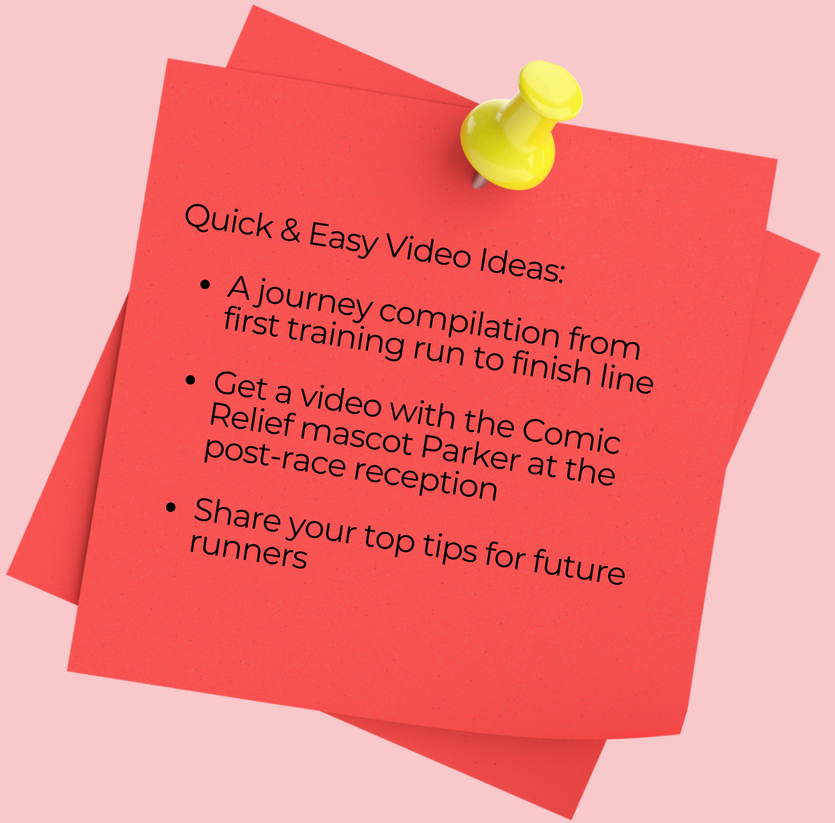
- Capture a photo/ video of the atmosphere when you arrive.
- Share a photo at the start line.
- Share a halfway update to let supporters know how you're doing.
- Capture your finish-line moment.
- Show off your medal and celebrate completing the marathon.



EASY CONTENT IDEAS

AFTER THE RACE:

- Show off your medal and celebrate completing the marathon.
- Share your final fundraising total and thank everyone who supported you.
- Reflect on your marathon experience and what it meant to you.



SOCIAL OPPORTUNITIES

Throughout your marathon journey, there may be opportunities to get involved in content with the Comic Relief team. This could be anything from taking part in a fun social media trend, appearing in a runner spotlight, or helping us celebrate the incredible Team Comic Relief community.

If you're recording content for us, here's a simple check-list:

- Is the picture clear?
- Is the sound clear?
- Is the camera steady?
- Are you easy to see and hear?
- Is the video filmed vertically/ in portrait?

How to send your content over to us:

Once a social opportunity arises, the team will be in touch with more information on how to best send your content to the team.



EXAMPLE POSTS

Sharing your marathon journey is a great way to inspire others, raise awareness of Comic Relief, and encourage donations to your fundraising page. The example posts below are here to help, but please do personalise them and make them your own as you share your marathon story.

Announcement post:

I've made the very "sensible" decision to run 26.2 miles! 👟

I'm proud to be part of Comic Relief's Seriously Good Running Club for the 2027 TCS London Marathon. Over the next few months, I'll be training hard (and becoming very passionate about carbohydrates) while raising money to help Comic Relief support people facing poverty and injustice in the UK and around the world.

If you'd like to support me, please donate via my fundraising page: (Insert link). ❤️

#TeamComicRelief #LondonMarathon

Pre-race post:

The training is done, and my anti-chafing kit is packed, there is now nothing left to do but run the 2027 TCS London Marathon! 💪

*I'm incredibly proud to be taking on this challenge with **Comic Relief's** Seriously Good Running Club and raising money to help support people facing poverty and injustice.*

If you're able to, please help give my fundraising total one final push before my legs do the same.

Donate here: (Insert link).

#TeamComicRelief #LondonMarathon

Thank you post:

I did it! 🎉

*I ran the TCS London Marathon for **Comic Relief** and it was no laughing matter. My legs are sore, and I'm not sure I'll ever look at another orange slice in quite the same way again.*

Thank you to everyone who has supported me so far. If you'd still like to donate, it's not too late. Every contribution helps Comic Relief provide the critical essentials, life-changing community support, and opportunities for people in difficulty to thrive. 🫶

Support my fundraiser here: (Insert link).

#TeamComicRelief #LondonMarathon



THANK YOU

We hope these tips help you feel confident sharing your London Marathon journey with friends, family and supporters.

As race day approaches, remember to enjoy the experience and celebrate every milestone along the way. Running a marathon is an incredible achievement, and every mile, training run and fundraising success is something to be proud of.

Best of luck, and we can't wait to see your marathon moments on social media.

Go Team Comic Relief! ❤️

