

# SOCIAL MEDIA GUIDE

## Share your support and inspire others to get involved!

Thank you for supporting Footy Colours Day. To help promote your fundraiser, we've created a collection of ready-to-use and customisable social media assets.

### Included in this toolkit:

- 3 ready-to-use social media graphics: click here for [call-to-action post](#), [pre-event post](#), and [event day post](#). Simply post with one of the captions below.
- 2 customisable Canva templates. Personalise by adding your *event date*, *organisation's logo* or *event photo* before sharing: [Click here for your Canva Template](#)

### Suggested Caption 1 (Taking part)

We're in! 🙌

We're proud to be taking part in Footy Colours Day to help raise funds for kids and families facing cancer.

Every donation helps provide a home away from home for families who need to travel for life-saving cancer treatment.

Support our fundraiser here: (Insert your fundraising page link)

### Suggested Caption 2 (Event day)

Today's the day!

We're wearing our team colours and raising funds for Footy Colours Day.

If you'd like to support our fundraiser, every donation helps kids and families facing cancer stay close to treatment.

Donate here: (Insert your fundraising page link)

### Before you post

- ✓ Add your fundraising page link
- ✓ Tag us so we can share your post:
  - Instagram: @fightcancerfoundation
  - Facebook: Fight Cancer Foundation
  - LinkedIn: Fight Cancer Foundation
- ✓ Use our campaign hashtags:  
#FootyColoursDay  
#FightCancerFoundation

### Tips for great posts

- Share photos of your team wearing their colours.
- Show off your fundraising activities, games or morning tea.
- Capture the fun and encourage others to donate.
- Don't forget to tag us. We'd love to share your Footy Colours Day celebrations!