

LET'S GET SHARING

We'd love to see what you get up to in your new pink socks. Share your images, videos and stories with us by using #pullonyoursocks and #mcgrathfoundation on your Facebook, Twitter and Instagram posts.

Follow us:

Join the family and follow us to keep updated – we'll be keeping an eye on the hashtag and sharing some of our favourites!

- **Twitter:** @McGrathFdn
- **Facebook:** McGrath Foundation
- **Instagram:** @Mcgrathfoundation

Social posts:

We've written a few example posts for social media to get you started. Feel free to use them for yourself, or get as creative as you like!



15

3 Comments

Countdown:

A month out	
Facebook	Can't wait to pull on our socks for @McGrath Foundation! If you want to join in on the fun and order your own pair of socks, let <contact> know. We'll be hosting a fundraiser on <date> to support families experiencing breast cancer. #pullonyoursocks
Instagram	We're proud to be pulling our pink socks on for @Mcgrathfoundation! Join us at <event details> to help us raise money for families experiencing breast cancer. #pullonyoursocks
Twitter	Don't get cold feet! We're raising money for @mcgrathfdn this winter. To order a pair of pink socks contact <name> #pullonyoursocks

One week out	
Facebook	One more week until we put our best foot forward for @mcgrathfdn to raise funds for families experiencing breast cancer. Come down and join us for what's going to be an amazing day at <place> #pullonyoursocks
Instagram	Don't drag your feet! Come join us next week at our fundraiser for @Mcgrathfoundation! We'll see you at <event details>. Help us raise money for families experiencing breast cancer. #pullonyoursocks
Twitter	Next week we're putting our best foot forward for @mcgrathfdn and raising money for families experiencing breast cancer #pullonyoursocks

The day of	
Facebook	Today's the day! We're pulling on our socks for @McGrath Foundation to raise money for Australian families experiencing breast cancer. Come down to <location> and join in on the fun! If you can't make it, it's not too late to donate at <GoFundraise link> #pullonyoursocks
Instagram	Come join us today at <place> for our fundraiser for @Mcgrathfoundation. We'll be at <place> from <time> where we'll be doing <description of activities> to raise some much needed funds for families experiencing breast cancer.
Twitter	Today pulling on our socks for @mcgrathfdn at <place> to raise funds for breast cancer. Come down and join us!

After the event	
Facebook	The <community name> family got together yesterday to support @McGrath Foundation at our #pullonyoursocks fundraiser. Thank you to everyone who got into the spirit and helped us raise some much needed funds for breast cancer.
Instagram	Thank you to everyone who joined us at our #pullonyoursocks fundraiser for the @McGrath Foundation. We appreciate everyone's kind donations – we raised <\$> for families experiencing breast cancer.
Twitter	Thanks to everyone who supported our #pullonyoursocks fundraiser yesterday for @mcgrathfdn. It was a great day, for a great cause!