

Social Media for Community

FOCUS
Ireland



Shine A Light's message is powerful - now we need you to amplify it. Here are some sample posts to help you get started and rally your peers, family, and friends behind your sleep out and fundraising goals.

WhatsApp - friendly, personal, local

"I'm taking part in Focus Ireland's Shine A Light Sleep Out this October in [insert location name] because every family deserves a safe place to call home. Every donation, big or small, helps support families and children experiencing homelessness. If you can, please support my fundraising: [Fundraising page link]"

Facebook - personal, emotional, share-friendly

*"On October 9, I'll be sleeping out for @FocusIrelandCharity Shine A Light, proudly supported by Sisk. Homelessness doesn't just take away a home - it takes away a childhood. Children miss out on stability, play, and the simple comfort of feeling safe. Your donation can help give that childhood back. ❤️
Donate or share: 👉 [Fundraising page link]"*

**Check your
fundraising page
dashboard for
ready-to-use social
media tiles.**

LinkedIn - professional, impact-focused, leadership

"This October, I'm joining thousands of people across Ireland for @FocusIreland's Shine A Light, proudly supported by Sisk. Homelessness doesn't just take away a home - it takes away a childhood. Children miss out on stability, play, routine, friendships, and the simple security of knowing where they'll sleep tonight. @FocusIreland works every day to change that, helping families move from crisis to safety and towards a secure home. Your support can make this happen. Please donate or share my page: [Fundraising page link]"

Boost your reach:
Add your fundraising
page link to every
email, message or
social post you put out!