

Social Media for School Students

FOCUS
Ireland



Boost your reach:
Add your fundraising
page link to all your
social media pages to
help hit your target.



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 - simple, friendly, relatable

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

Facebook - personal, emotional, share-friendly

*"On October 9, I'll be sleeping out for @FocusIrelandCharity Shine A Light. Every child deserves a safe place to sleep, learn, play, and grow. Homelessness doesn't just take away a home - it takes away a childhood. By supporting my fundraiser, you'll help give that childhood back and provide support to families experiencing homelessness. ❤️
Donate or share: 👉 [Fundraising page link]"*

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

LinkedIn - for older students/ TY students

"This October, I'm proud to be taking part in @FocusIreland's Shine A Light campaign, proudly supported by Sisk. Child homelessness can have a lasting impact on education, wellbeing, and safety. Homelessness doesn't just take away a home - it takes away a childhood. Through fundraising and awareness, we can help support families and children who need it most. Please support my page: [Fundraising page link]"