

Social Media for School Teachers

FOCUS
Ireland



**Shine
A Light**



As educators, you see every day how important stability and security are for children. Here are some sample posts to help you raise awareness and encourage support for your Schools fundraising efforts.

WhatsApp - simple, friendly, relatable

"[Insert School Name] is taking part in Focus Ireland's Shine A Light Sleep Out this October 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 us by donating here: [Fundraising page link]"

Facebook - personal, emotional, share-friendly

"On October 9, [Insert School Name] will be sleeping out for @FocusIrelandCharity's 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 our school 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 - professional, advocacy-focused

"As a teacher, I understand how important stability and security are to a child's ability to learn and thrive. That's why [Insert School Name] is taking part in Focus Ireland's Shine A Light Sleep Out. By supporting this fundraiser, you'll help Focus Ireland continue its vital work supporting children and families experiencing homelessness and help [Insert School Name] in hitting their fundraising target. Our kids are working hard to raise money for families currently living in crisis. Please support our team page: [Fundraising page link]"

Boost your reach:

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