



TODAY fm

FOCUS
Ireland

Social Media Guide

Why do we need your support?

Homelessness affects real people; men, women, children, families, young people, elderly, and people with disabilities.

Focus Ireland is driven by the fundamental belief that homelessness is wrong. We work to prevent homelessness and find sustainable long-term solutions to help people leave homelessness forever.

Over 11,500 people are experiencing homelessness in Ireland, including 1,600 families and 3,500 children.



The power of social media!

Social media is a powerful tool for creating awareness and provides the perfect platform for sharing your progress and your fundraising page!

Here are some tips:

- Share your fundraiser directly to your own social pages using the share buttons on your fundraising page.
- Tell your followers why you're taking part in The Big Busk and how you are helping raise vital funds and awareness around the issue of homelessness. Use #BigBusk when you post online!
- Post pictures of your rehearsals, singing, dancing and preparation for The Big Busk and tag @FocusIreland and @TodayFM.
- Acknowledge the donations made by your friends and family by tagging them in your social media posts.
- Like and follow @FocusIreland and @TodayFM social media pages to keep up to date with The Big Busk news.
- Focus Ireland frequently share [information and research on homelessness](#) which you can repost on your own channels.



@TodayFM
@FocusIreland



@TodayFM
@focusirelandcharity

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Sample Posts



"On Friday 10th March, I'll be performing in <event location> as part of The Big Busk to support @FocusIrelandCharity's vital work in helping families and children exit homelessness.

There are currently 1,600 families, including 3,500 children experiencing homelessness in Ireland. I believe that everyone has the right to a place they can call home.

Your support allows Focus Ireland to provide individuals, families and children trapped in homelessness the immediate and practical support they need.

Show your solidarity and join me for a day full of music, connection and purpose.

You can sign up to participate in The Big Busk or contribute towards my fundraising target: <insert url>".

#BigBusk



"Check out my #BigBusk for @focusirelandcharity – I'll busk in <event location> on March 10th to fight homelessness! <insert url>."

"Thank you @<friend> for your generous donation to my #BigBusk fundraiser – your support is making a difference for families experiencing homelessness!"

"I'm very close to my fundraising target for The #BigBusk with @focusirelandcharity – please share my page <insert url> and help me reach my goal before March 10th!"

"There are over 1,600 families without a place they can call home in Ireland – play your part in the fight against homelessness by donating to The #BigBusk for @focusirelandcharity"



"On Friday 10th March, I am taking part in The Big Busk for @FocusIreland. I will be performing in <event location> to support Focus Ireland's vital work in helping families and children exit homelessness.

Show your solidarity and join me for a day full of music, connection and purpose.

You can sign up to participate in The Big Busk or contribute towards my fundraising target on my profile page. <insert url>".

#BigBusk

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Thank you!

The Focus Ireland team are here to help. If you have any questions, please feel free to contact us.

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Together, we have moved one step closer to ending homelessness.

