


Social Media Guide for Business Leaders

Social media is a powerful tool for creating awareness. Together, we can share the message that homelessness is wrong.




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As a business leader, I believe we have a responsibility to give back to our communities and address the homelessness crisis. That's why I'm proud to announce that I'll be participating in **@FocusIreland's #ShineALight** sleep out, proudly supported by **@BordGaisEnergy**, to raise vital funds and awareness for homeless services.


Homelessness is a complex issue with devastating consequences. By joining Shine A Light, I hope to contribute to a future where everyone has access to safe and secure homes.

I encourage my connections to sign up to the nationwide sleep out on **shinealight.focusireland.ie** or consider contributing to my fundraising efforts by donating to my page **<fundraising page link>**.

#SleepOutAgainstHomelessness #CorporateSocialResponsibility #LeadByExample

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On October 11, I'll be braving the elements to sleep out against homelessness in **<insert location>** for **@FocusIreland's #ShineALight**, proudly supported by **@BordGaisEnergy**.

The nationwide sleep out aims to raise vital funds to provide families & children experiencing homelessness the immediate and practical support they need. Please show your support by signing up to the sleep out on **shinealight.focusireland.ie** or by donating to my fundraising page **<fundraising page link>**.

#SleepOutAgainstHomelessness

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On 11 Oct, I am sleeping out against homelessness in **@FocusIreland's #ShineALight**, proudly supported by **@BordGaisEnergy**. Homelessness affects entire communities in Ireland and it is crucial for the business community to be part of the solution to end homelessness.

Join me in the nationwide sleep out and sign up on **shinealight.focusireland.ie** or support our fundraising efforts by donating to my page **<fundraising page link>**.

#SleepOutAgainstHomelessness

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