



# One Walk

## Social media post ideas



Here are some ideas on what you can post on your social media!



## 1 Share your WHY

**Caption:** Hi friends! I'm fundraising for Breakthrough T1D's One Walk to support life-changing type 1 diabetes (T1D) research. This cause means a lot to me because [insert your WHY and share your story]. I'd love your support, so together we can turn type one into type none. Please consider making a donation to my fundraising page:



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## 2 Share the type of research you are supporting

**Caption:** Hi friends! This year I'm fundraising for Breakthrough T1D's One Walk to support life-changing type 1 diabetes (T1D) research. One research project I'm really excited about is

[Pick one:

- **the Type 1 Diabetes National Screening Pilot Program**, which aims to make detecting every child in Australia with early stage T1D a reality, avoiding critical illness at point of diagnosis, and helping children access therapies that halt, delay or even prevent T1D altogether.
- **Nano Sugar Cure**, an innovative new oral insulin being developed that uses revolutionary nanotechnology to release the insulin only when it is needed to bring down blood glucose levels, keeping them within a safe range and meaning fewer insulin injections.
- **the FAME-1 Eye Trial**, which is testing whether a cholesterol medication called fenofibrate can slow the progression of an eye condition called diabetic retinopathy, which is a common complication of living with T1D.]

I'd love your support, so together we can make sure important research like this continues to progress and make a difference! Please consider making a donation to my fundraising page.

# Share one of these tiles with your choice of research



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I'm fundraising to help support research testing a medication to treat eye damage in type 1 diabetes



Breakthrough T1D™  
ONE WALK

I'm fundraising to help support research to develop a new type of smart insulin, which means fewer insulin injections



Breakthrough T1D™  
ONE WALK

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### 3 Post a video sharing your story

Here is a suggested script.

### 4 Share progress posts

**Caption:** Hi friends! I'm thrilled to announce that I'm halfway to my fundraising goal for breakthrough type 1 diabetes (T1D) research! A big thank you to everyone who has donated and shared my page. Let's keep the momentum going! Please help me reach \$[insert your fundraising goal] so we can make a difference and create a better future for those living with T1D.



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**Support me today!**

## 5 Get Creative!

There are countless other ways to get creative on social media and promote your fundraiser. Here are some fun and engaging ideas:

- **Instagram Q&A:** Post a Questions box on your Instagram story asking people what they are curious about regarding T1D. Answer their questions to spread awareness and engage your audience.
- **Day in the Life:** Share a day in the life of living with or caring for someone living with T1D by creating a reel or posting snippets of your day on your Instagram story. Give your followers a personal look into what it is like managing T1D.
- **Fun Challenges:** Create a fun challenge for your followers. Let them know that if they help you reach a certain fundraising amount, you'll do something funny or challenging, such as taking an ice bath, baking something new, or painting your nails or hair a funky colour.
- **Virtual Events:** Host a virtual event as a livestream and invite people to donate. This could be a cooking class, trivia hour, workout session, or simply a chat about your life with T1D. Engage your audience and make it interactive and fun.
- Make sure you post regularly to remind your friends, family, and colleagues to support your cause! We suggest minimum once a week.

