

**FOCUS**  
Ireland

# The Next Step!

## Social Media Kit

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**HORIZON**



# 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!

Post pictures of your walks, jogs or runs through May and tag **@FocusIreland**.

Tell your followers why you are taking part in **The Next Step** and you will help raise vital funds and raise awareness around the issue of homelessness.

Use **#TheNextStepFocusIreland** when you post online!

Like and follow Focus Ireland social media pages to keep up to date with The Next Step news. Focus Ireland frequently share information and research on homelessness which you can re-share on your own channels.



# The Next Step - Example Social Media Posts

I'm running the distance of a marathon throughout May for **@focusirelandcharity** to take The Next Step to fight homelessness. I believe emergency accommodation is no place for a child and I need your support to help move families and children out of homelessness forever.  
**#TheNextStepFocusIreland**  
{Insert Fundraising Page Link}

I'm running 42.2km during May to take The Next Step to fight homelessness and support **@FocusIreland**. **1,180** families are experiencing homelessness in Ireland today, including **2,667** children. Please donate to my fundraising page to support **#TheNextStepFocusIreland**  
{Insert Your Fundraising Page Here}

I'm taking The Next Step to fight homelessness with my colleagues **@OrganisationName** to raise vital funds for **@FocusIreland**. Please donate to my fundraising page to support **#TheNextStepFocusIreland**  
{Insert Your Fundraising Page Link}



@FocusIreland



@focusirelandchairty

# We are here to help!

Don't forget the Focus Ireland Team are always here to help. If you have any questions, please feel free to get in touch:

**E:** [thenextstep@focusireland.ie](mailto:thenextstep@focusireland.ie)

**T:** 01-881-5900

**W:** [www.fundraising.focusireland.ie](http://www.fundraising.focusireland.ie)

**Thank you from Focus Ireland.  
Together we have moved one step closer to ending  
homelessness.**



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