



#SuperTroopSeptember

Social Media Pack 2023

Introduction

We have launched our first SuperTroop September! This campaign is designed to encourage as many people as possible to challenge themselves and raise money and awareness for SuperTroop. SuperTroop is a small charity based in Edinburgh that provides holidays for young people with additional needs. SuperTroop is entirely volunteer-run and we rely heavily on goodwill and on our relationships with our host, Fettes College.

Please find some suggested social media posts below that you might want to share to spread the word!

Contents

Facebook

LinkedIn

Instagram

Twitter

Other routes – Email auto replies and Slack

Resources – image

facebook

1. Facebook – Before your challenge – raising awareness

Up for a challenge? This September, I am taking on **NAME CHALLENGE** to raise money for @SuperTroop – a wonderful small charity based in Edinburgh that provides holidays for young people with additional needs. These holidays are created entirely by volunteers and provide much-needed respite care and support for local families.

My challenge is part of #SuperTroopSeptember and we are encouraging as many people as possible to get involved and raise money with us in whatever way you like – maybe hiking a Munro, a sponsored car wash, doing the Great North Run, or bag packing in your local supermarket. Your challenge, your choice.

I'm doing SuperTroop September – will you?

#SuperTroopSeptember

Find out more about it at supertroop.org

2. Facebook – in the run up to/during your challenge

I am taking part in #SuperTroopSeptember, raising money for @SuperTroop – a small charity based in Edinburgh that provides holidays for young people with additional needs.

I am **NAME CHALLENGE** and have been training for the last few weeks to raise as much money for this as possible! I would love if you could consider donating to my challenge – every penny makes a difference. A donation of £5 will go towards some art kits for next year's holiday, and £95 covering a trip to the Zoo for 5. Thank you!

JUSTGIVING LINK



3. LinkedIn – Before September - raising awareness

Is your team up for a challenge? This September, I am taking on NAME CHALLENGE to raise money for @SuperTroop – a small charity based in Edinburgh that provides holidays for young people with additional needs. We are part of #SuperTroopSeptember and we are encouraging as many people as possible to get involved and raise money with us in whatever way you like – maybe hiking a Munro, a sponsored car wash, the Great North Run, or bag packing in your local supermarket. Your challenge, your choice.

I'm doing SuperTroop September – will you?

#SuperTroopSeptember

Find more about it at supertroop.org

4. LinkedIn – in the run up to your challenge

I am taking part in #SuperTroopSeptember, raising money for @SuperTroop – a small charity based in Edinburgh that provides holidays for young people with additional needs. I am **NAME CHALLENGE** and have been training for the last few weeks to raise as much money for this as possible. Please consider if you – or your company team – could support the vital work SuperTroop does by donating on the link below.

JUSTGIVING LINK

IMAGE



5. Instagram Grid post – before the challenge



This September, I am taking on NAME CHALLENGE to raise money for @SuperTroopEdin – a small charity based in Edinburgh that provides holidays for young people with additional needs. My challenge is part of #SuperTroopSeptember and we are encouraging as many people as possible to get involved and raise money with us in whatever way you like – maybe hiking a Munro, a sponsored car wash, the Great North Run, or bag packing in your local supermarket. Your challenge, your choice. Check out supertroop.org to get involved and see my link in bio.

6. Instagram - during the challenge

If you can, consider asking someone to take some photos of you during your challenge and once you have completed it. Tips: Keep your JustGiving link in bio, use the 'Link' function in stories about training or completing the challenge, linking to your JustGiving. Use the #SuperTroopSeptember hashtag in posts and stories.



7. Twitter/X – before the challenge

Up for a challenge? This September, I am taking on NAME CHALLENGE to raise money for @SuperTroopEdin – a charity that provides holidays for young people with additional needs. Want to join me? You could hike a Munro, do the Great North Run, or bag pack in your local supermarket. Your challenge, your choice.

8. Twitter/X – closer to/during the challenge

I am taking part in #SuperTroopSeptember, raising money for @SuperTroopEdin – a small charity based in Edinburgh that provides magical holidays for young people with additional needs. I am **NAME CHALLENGE**, and have been training for the last few weeks to raise as much money for this as possible.

JUSTGIVING LINK

#SuperTroopSeptember

Tips: tag in the official handle and use hashtags for your event, if there is one, eg for the Great North Run

9. Add your JustGiving to your Out of Office Auto-reply, or your company Slack channel

Auto reply

Thank you for your email, I am out of office. This September I am taking on a challenge to raise money for young people with disabilities. Follow this link to find out more: LINK TO YOUR JUSTGIVING

#SuperTroopSeptember

10. Resources



Alt-text: Graphic of a person climbing a hill, with SuperTroop logo. Text says: 'I'm Doing SuperTroop September, hashtag SuperTroopSeptember'