

# Social media content: Every post matters

## May-June

### Notable days/events



- **1-7 June is Volunteers Week:** We'll be celebrating the incredible contribution our volunteers make. Please share any great volunteer stories from your area, or perhaps a photo of your team. We'll be posting our volunteering impact from the main channels, as well as personal stories - you may like to engage with and repost those.
- **PRIDE Month:** Share any PRIDE events your volunteers or branch are involved with.
- **8-14 June is Carers' Week:** Signpost to carers' grants and services. You could also do a profile on branch members who are or have been carers - with their permission of course.
- **9-15 June is Bike Week:** Encourage your audience to sign up to fundraising cycle challenges - link to the information on our website: [mndassoc.org/fundraisingevents](https://mndassoc.org/fundraisingevents) or share local fundraising cycling challenges.
- **21 June is Global MND Awareness Day:** Our theme is Special days matter. We'll be highlighting how, with MND, any day can be a special one, from graduations and birthdays, to hearing your voice again through voice banking and receiving a vital housing adaptation. Share a text only post asking your audience to share a special day that mattered to them. Or share a special day that mattered to your branch such as an anniversary or fundraising event. We'll be posting lots of Awareness Day content before, on and after Awareness Day which you can engage with and repost.

Please email any questions to:  
[socialmedia@mndassociation.org](mailto:socialmedia@mndassociation.org)

### Looking ahead: July

- Disability Pride Month
- 14-15 July: MND EnCouRage Event
- Summer Holidays
- 30 July: International Friendship Day

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Content to share



- **21 Minutes in June:** We'll be promoting this challenge throughout the month. Repost our content to encourage people to sign up. <https://www.mndassociation.org/21minutes>
- **Unlock the Door housing campaign:** We'll be spotlighting our housing campaign towards the end of May. Please repost and engage where possible.
- **General fundraising sign up:** Take advantage of the fundraising buzz that marathon season creates and encourage your community to sign up to fundraise to make a difference for people with MND: <https://www.mndassociation.org/get-involved/fundraising/fundraising-events>

## Suggested posts and messaging

### 21 minutes of activity a day in June

The MND Association is challenging you to do 21 minutes of activity a day in June and raise vital money and awareness for the fight against MND.

Sign up now. [mndassociation.org/21minutes](https://www.mndassociation.org/21minutes)



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## Suggested posts and messaging

### Unlock the Door

With motor neurone disease, every day matters.

But the average wait for vital home adaptations through councils is 12 months. People with MND don't have time to wait.

Contact your local councillor and call for a faster Disabled Facilities Grant (DFG) process so people with MND get the help they need when they need it.

[mndassoc.org/unlockthedor](https://mndassoc.org/unlockthedor)



### Carers' Week

It's Carers Week. We're here for you - as we are every week. We have Support Funds, practical support and lots of information available to help you.

Find out more here. [mndassoc.org/supportforcarers](https://mndassoc.org/supportforcarers)

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## **Suggested posts and messaging**

### **Carers' Week**

This Carers' Week, we're recognising those who support someone living with motor neurone disease every day. Shout out a carer who matters to you. ❤️

### **Global MND Awareness Day**

It's Global MND Awareness Day. For people with MND, every day matters. Special days like birthdays, weddings and anniversaries are precious days which deserve to be celebrated. But there are lots of other special days for people with MND too – your child's first day at school, the day you had your stairlift fitted, the day you heard your tech assisted voice for the first time.

Share a special day that mattered to you below. ❤️

### **General Fundraising Sign Up**

Caught up in the buzz of marathon season? There are so many ways to fundraise for the fight against MND – from runs and walks to baking, cycling and more. Every mile, every cake, every challenge matters. 🚴♂️

Find your fundraising event today. [🔗 mndassociation.org/fundraising](https://mndassociation.org/fundraising)

**Feel free to repost and engage with any content from the main MND Association pages.**