

Social media content: Every post matters

July

Notable days/events



- **Disability Pride Month:** July marks Disability Pride Month. The theme this year is visibility, intersectionality and disabled leadership. You could profile a member of your branch or flag services such as our communication aids services and wheelchair services.
<https://www.mndassociation.org/support-and-information/our-services>
- **Early July London Marathon ballot results:** Encourage anyone in your community who has a London Marathon ballot place to sign up and run for the MND Association.
<https://mnd.sync.giving/london-marathon> - keep an eye on our socials/TCS London Marathon for the exact date.
- **1-7 July Create Week:** Use Create Week to share some crafting fundraising efforts, maybe someone in your branch sells homemade cards to raise money or crochets. You could also ask your audience to share their fundraising crafts.
- **14-15 July MND EnCouRage:** Our annual event for early career researchers. Please engage with and interact with content from the MND Association account.
- **17 July World Emoji Day:** You could play guess the fundraising challenge using emojis and encourage people to sign up to fundraise
<https://www.mndassociation.org/get-involved/fundraising>
for example 🐘🏃💛💙🏀 = Rob Burrow Leeds Marathon, 🎂🏰🍔📦 = Bakelt!
- **Around 20 July schools break up:** The summer holidays can be challenging for families affected by MND. You could share a link to an article which lists where kids can eat for free/discounted prices over the summer holidays. MumsNet typically shares a comprehensive article.
- **30 July Friendship Day:** Use a text only post to ask your audience to share a friend who helps them through the tough times, or share an example of friendship from your community such as people who fundraise for a friend, volunteer for one or who have become friends through volunteering.

Please email any questions to:
socialmedia@mndassociation.org



Looking ahead: August

- Various Pride events
- Run 60 Miles in August challenge
- 6 August: Cycle to Work Day
- 12 August: International Youth Day

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Content to share



- **Run 60 Miles in August:** We will be promoting our August running challenge throughout July. Please repost and engage to encourage sign up.
- **W/c 13 The impact of our research work:** We will be posting our latest research stats and news during this week. Please engage and reshare where possible.
- **14-15 July MND EnCouRage:** Our annual event for early career researchers. Please engage with and interact with content from the MND Association account.

Suggested posts and messaging

Run 60 Miles in August

The MND Association's next challenge is here! Run 60 miles throughout the month of August to raise vital money and awareness for the fight against MND.

Sign up now. [🔗 mndassociation.org/Run60Miles](https://mndassociation.org/Run60Miles)



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Suggested posts and messaging

Disability Pride Month

July marks Disability Pride Month. We'd love you to share something, someone or a moment that brings you pride. 🧡

Disability Pride Month

July is Disability Pride Month.

Accessibility gives people with MND the power to stay connected, heard and in control. That's why accessibility is such an important part of pride.

The latest MND Matters episode explores the world of voice banking and how rapidly evolving technology is helping people preserve their voices and stay heard in their own way.

Listen now. [🔗 podfollow.com/mnd-matters](https://podfollow.com/mnd-matters)

Disability Pride Month

July is Disability Pride Month

The MND Association is here to help people stay connected, supported and in control – from equipment and communication aids to guidance when it's needed most.

[🔗 https://www.mndassociation.org/support-and-information/our-services](https://www.mndassociation.org/support-and-information/our-services)

1-7 July Create Week

It's Create Week! Do you sell your homemade crafts to raise money for the fight against MND? We'd love to see them. Drop your creations below. 🧡

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London Marathon Ballot Results

Have you checked your emails? The London Marathon ballot results are now live! If you're one of the lucky ones, we'd love to have you on the team. Use your ballot place to sign up and run for the MND Association and raise vital funds for the fight against MND. 🧡

[🔗 https://mnd.sync.giving/london-marathon](https://mnd.sync.giving/london-marathon)

Approx 20 July: Schools break up for summer

Summer is here! ☀️

We know that the summer holidays can bring additional financial strain to many families affected by MND. [insert your article source] have put together a list of restaurants and cafes offering free or discounted kids meals over the summer period. 🧡

Check it out. [🔗 \[link to article\]](#)

30 July: International Friendship Day

It's International Friendship Day. 🧡

We'd love to hear about a friend who has helped you through the tough times. Or maybe you've built a new friendship through volunteering, fundraising or shared experiences? Share below. 🧡