

Social media content: Every post matters

July/August 2026

Notable days/events



- **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 or with discounted prices over the summer holidays. MumsNet shares a comprehensive article - <https://www.mumsnet.com/articles/kids-eat-free>
- **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.
- **8 Aug International Cat Day:** You could use a text-only post to ask your audience to share the feline friends who help them through the tough times.
- **12 Aug International Youth Day:** Highlight our services for children and young people - mndassoc.org/childrenandyoungpeople
- **26 Aug International Dog Day:** You could use a text-only post to ask your audience to share the canine friends who help them through the tough times. We will also be posting about our October Dog walk challenge from late August.
- **30 Aug National Grief Awareness Day:** Use this day to signpost our bereavement support services and perhaps your own support groups - <https://www.mndassociation.org/support-and-information/for-carers/bereavement-support>

Please email any questions to:
socialmedia@mndassociation.org



Looking ahead: September

- 13 Sep: Great North Run
- 27 Sep - 4 Oct: Sir Kevin Sinfield's final 7in7 challenge

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Content to share



- **W/c 17 Aug The impact of our family support:** We will be sharing posts about the support we offer children, young people and families affected by MND and the impact of this work. Please engage and reshare where possible.
- **Around 20 Aug Dog Walk in October Challenge:** From 20 August we will be launching our October fundraising challenge. Look out for posts and reshare where possible to encourage sign-ups.

Suggested posts and messaging

Approx 20 July: Schools breaking up for summer

Summer is here! ☀️

We know that the summer holidays can bring additional financial strain to many families affected by MND. Mumsnet has put together a list of restaurants and cafes offering free or discounted kids meals over the summer period. ❤️

Check it out. 🔗 <https://www.mumsnet.com/articles/kids-eat-free>

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. 🤝

8 Aug: International Cat Day

It's International Cat Day. 🐱

We'd love to hear about the furry friends who help you through the tough times. Share below. 🐾

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Suggested posts and messaging

12 Aug: International Youth Day

MND affects whole families, including children and young people. ❤️ This International Youth Day, we're highlighting the support available to help young people navigate the challenges of MND. Find out more.

Find out more. 🔗 mndassoc.org/childrenandyoungpeople

30 Aug: National Grief Awareness Day

MND Association support continues after the death of a loved one. On National Grief Awareness Day, we're highlighting the bereavement support available to those affected by MND.

You are not alone. We remain here for you. ❤️

🔗 <https://www.mndassociation.org/support-and-information/for-carers/bereavement-support>

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

