

# One Walk Social media post ideas



Here are some ideas on what you can  
post on your social media!



## 1 Share your WHY

**Caption:** Hi friends! I'm fundraising for JDRF's One Walk to support life-changing type 1 diabetes (T1D) research. This cause means a lot to me because [insert your WHY and share your story]. I'd love your support, so together we can turn type one into type none. Please consider making a donation to my fundraising page:



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## 2 Share the type of research you are supporting

**Caption:** Hi friends! This year I'm fundraising for JDRF's One Walk to support life-changing type 1 diabetes (T1D) research. One research project I'm really excited about is

[Pick one:

- **a world-first clinical trial called BANDIT**, which showed that a drug called baricitinib can preserve the body's own insulin production and suppress the progression of T1D in those newly diagnosed
- **a study by Prof. Sam El Osta**, that demonstrated that pancreatic cells that don't usually produce insulin could be made to behave like insulin-producing cells using a combination of two therapies. This is a step towards replacing the need to insulin injections for the T1D community.
- **the Type 1 Diabetes National Screening Pilot Program**, which aims to make detecting every child in Australia with early stage T1D a reality, avoiding critical illness at point of diagnosis, and one day access therapies that halt, delay, or even prevent T1D altogether .]

I'd love your support, so together we can make sure important research like this continues to progress and make a difference! Please consider making a donation to my fundraising page.

# Share one of these tiles with your choice of research

## I'm fundraising

to support research focused on suppressing the progression of type 1 diabetes



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## I'm fundraising

to support research into treatments that could replace insulin injections for type 1 diabetes



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## I'm fundraising

to help support research that detects children with early-stage type 1 diabetes



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### 3 Post a video sharing your story

[Here](#) is a suggested script.

### 4 Share progress posts

**Caption:** Hi friends! I'm thrilled to announce that I'm halfway to my fundraising goal for breakthrough type 1 diabetes (T1D) research! A big thank you to everyone who has donated and shared my page. Let's keep the momentum going! Please help me reach \$[insert your fundraising goal] so we can make a difference and create a better future for those living with T1D.



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## 5 Get Creative!

There are countless other ways to get creative on social media and promote your fundraiser. Here are some fun and engaging ideas:

- **Instagram Q&A:** Post a Questions box on your Instagram story asking people what they are curious about regarding T1D. Answer their questions to spread awareness and engage your audience.
- **Day in the Life:** Share a day in the life of living with or caring for someone living with T1D by creating a reel or posting snippets of your day on your Instagram story. Give your followers a personal look into what it is like managing T1D.
- **Fun Challenges:** Create a fun challenge for your followers. Let them know that if they help you reach a certain fundraising amount, you'll do something funny or challenging, such as taking an ice bath, baking something new, or painting your nails or hair a funky color.
- **Virtual Events:** Host a virtual event as a livestream and invite people to donate. This could be a cooking class, trivia hour, workout session, or simply a chat about your life with T1D. Engage your audience and make it interactive and fun.
- **Make sure you post regularly** to remind your friends, family, and colleagues to support your cause! We suggest minimum once a week.

