



# Fill the Boot Social Media Posts and Strategy for IAFF

Thank you for participating in the 2021 Fill the Boot campaign. We are honored to have your support and hope this document helps you leverage the power of social media to engage with your followers and encourage them to connect with MDA's mission to transform the lives of people living with muscular dystrophy, ALS, and relate neuromuscular disease.

The hashtags we will be using are: **#MDA #FilltheBoot #TheBootIsBack** to generate awareness that in addition to [virtual Fill the Boot fundraisers](#), we are also doing in-person Fill the Boot events for MDA's mission. We invite you to help us amplify this effort throughout the year.

## Follow us and tag us!

Facebook [@MDAorg](#)

Twitter: [@MDAorg](#)

Instagram: [@MDAorg](#)

## Here are some simple ways to help us on your social media channels:

- Follow us on social at @MDAorg and share the **#MDA #FilltheBoot #TheBootIsBack** content from our [Facebook](#), [Instagram](#) and [Twitter](#), tagging us!
- Use a hashtag to identify your city or region (i.e. #Omaha #SoCal) to help you promote and track conversations about the FTB program in your area and engage your city.
- Keep things visual! Use photos from past Fill the Boot events or from your visits to MDA Summer Camp. For photos of MDA families, please get permission from the family and/or the Muscular Dystrophy Association before posting on your local company pages.
- For Facebook and Twitter, always include this URL at the end of your posts to direct followers to donate at: [http://bit.ly/MDA\\_FT21](http://bit.ly/MDA_FT21)
  - Please do not change the link in any way. It has been tagged so that it can be tracked to determine usage and effectiveness.



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## Sample Messages

### Instagram

- #TheBootsBack -- Join over 300,000 @IAFFnewsdeck members for this year's #FilltheBoot fundraiser to support @MDAorg families. Visit the link in our bio to find a Fill the Boot event near you or donate online to make a huge difference for people living with #musculardystrophy #ALS and related #neuromuscular diseases!
- We are excited to continue our partnership with @MDAorg for #FilltheBoot fundraiser #TheBootsBack. Visit the link in our bio to support families and save lives with us today. #musculardystrophy #ALS #neuromuscular diseases

### Twitter

- For 67 years, the @IAFFnewsdesk has helped @MDAorg families through #FillTheBoot and now #TheBootsBack. Support in-person or virtually by donating today for 300,000+ people living w/ #musculardystrophy #ALS #neuromuscular diseases [http://bit.ly/MDA\\_FTB21](http://bit.ly/MDA_FTB21)
- Each year, @IAFFnewsdesk #firefighters reach out to their communities to #FilltheBoot for @MDAorg & this year #TheBootsBack. Visit the link below to join the effort to save lives. #musculardystrophy #ALS #neuromuscular [http://bit.ly/MDA\\_FTB21](http://bit.ly/MDA_FTB21)

### Facebook

- The Boot is Back! Join over 300,000 IAFF members for this year's Fill the Boot fundraiser to support @MDAorg families. You can donate online or in-person and make a huge difference for people living with muscular dystrophy, ALS, and related neuromuscular diseases! [http://bit.ly/MDA\\_FTB21](http://bit.ly/MDA_FTB21)
- We are excited to continue our partnership with @MDAorg for Fill the Boot fundraiser – The Boot Is Back! Support research, care, and advocacy for families living with muscular dystrophy, ALS, and related neuromuscular diseases and save lives with us today. [http://bit.ly/MDA\\_FTB21](http://bit.ly/MDA_FTB21)