



Fill the Boot Social Media Posts and Strategy for IAFF

Thank you for participating in the 2022 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 of empowering people living with neuromuscular disease to achieve their potential.

The hashtags we will be using are: **#MDA #FilltheBoot #ReBoot** to generate awareness that in addition to in-person Fill the Boot, we are also doing [virtual Fill the Boot fundraisers](#). 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 #ReBoot** 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 or department pages.



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Sample Messages

Instagram

- #ReBoot -- 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 #muscardystrophy #ALS and related #neuromuscular diseases!
- We are excited to continue our partnership with @MDAorg for #FilltheBoot fundraiser. Visit the link in our bio to support families and save lives with us today. #muscardystrophy #ALS #neuromuscular diseases

Twitter

- For 68 years, the @IAFFnewsdesk has helped @MDAorg families through #FillTheBoot. Support in-person or virtually by donating today for 300,000+ people living w/ #muscardystrophy #ALS #neuromuscular diseases **insert your virtual Fill the Boot website URL here**
- Each year, @IAFFnewsdesk #firefighters reach out to their communities to #FilltheBoot for @MDAorg. Visit the link below to join the effort to save lives. #muscardystrophy #ALS #neuromuscular **insert your virtual Fill the Boot website URL here**

Facebook

- 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! **insert your virtual Fill the Boot website URL here**
- We are excited to continue our partnership with @MDAorg for Fill the Boot fundraiser. Support research, care, and advocacy for families living with muscular dystrophy, ALS, and related neuromuscular diseases and save lives with us today. **insert your virtual Fill the Boot website URL here**