

DRESS TO EXPRESS



SPREAD THE WORD: SOCIAL MEDIA GUIDE

Social media is a brilliant way to spread the word about your Dress to Express Day. You can use it to encourage others to take part in Dress to Express, and to ask for donations from your friends and family. It's also a great way to help raise awareness of Children's Mental Health Week and Place2Be.

We've created images and example posts to make it as easy as possible for you to spread the word. Feel free to adapt the content according to your needs, or develop your own.

KEY INFORMATION

If you're posting about your Dress to Express Day, or Children's Mental Health Week, please tag Place2Be in your posts and use [#ChildrensMentalHealthWeek](#).

@Place2Be

@_Place2Be

Place2BeCharity

Place2Be

TWITTER COPY



TWEETS FOR INDIVIDUALS TAKING PART

Tell your friends and family that you're taking part, and ask for their donations with these posts.

1. I'm taking part in @Place2Be's Dress to Express to help raise vital funds for children's mental health charity @Place2Be. Please donate, and help me reach my goal of raising £XX this [#ChildrensMentalHealthWeek](#). [<ADD LINK TO FUNDRAISING PAGE>](#)
2. During [#ChildrensMentalHealthWeek](#), I'm taking part in 'Dress to Express' to raise money for @Place2Be. Please donate, and help ensure that no child has to face mental health problems alone. [<ADD LINK TO FUNDRAISING PAGE>](#)

TWEETS FOR SCHOOLS OR ORGANISATIONS TAKING PART

Is your school or organisation taking part? Spread the word on social media using these posts.

1. This [#ChildrensMentalHealthWeek](#), we're hosting a 'Dress to Express' Day to help raise vital funds for children's mental health. The idea is simple - on [<INSERT DATE OF YOUR DRESS TO EXPRESS DAY>](#) wear a colourful outfit to express yourself and donate £2 to Place2Be. [<ADD LINK TO FUNDRAISING PAGE>](#)
2. During [#ChildrensMentalHealthWeek](#), we're hosting a 'Dress to Express' Day to raise money for @Place2Be, and we'd love your support. Please donate, and help us to ensure that no child has to face mental health problems alone. [<ADD LINK TO FUNDRAISING PAGE>](#)

DRESS TO EXPRESS GENERAL TWEETS

Help us to spread the word about Dress to Express and encourage others to take part with these suggested posts.

1. This [#ChildrensMentalHealthWeek](#) (6-12 Feb), 'Dress to Express' and help raise vital funds for children's mental health. The idea is simple – wear a colourful outfit to express yourself during the week, and donate £2 to @Place2Be. Learn more: childrensmentalhealthweek.org.uk/fundraisingpack
2. Organising a 'Dress To Express' Day in your school or workplace is a great way to support @Place2Be this [#ChildrensMentalHealthWeek](#). Organise a Dress to Express Day, wear a colourful outfit on the day to express yourself and make a donation. Learn more: childrensmentalhealthweek.org.uk/fundraisingpack



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LINKEDIN COPY



POSTS FOR INDIVIDUALS TAKING PART

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