



Fill the Boot

2019 Approved Social Media Posts & Strategy

This document has been created to help fire fighters promote the MDA/IAFF Fill the Boot program. Please direct any questions or issues to the MDA Communications & Marketing department at socialmedia@mdausa.org or (312) 260-5964.

Hashtag to use: #FilltheBoot

Are you an Amplifier?

One of the easiest ways to share content about MDA is by downloading MDA's new social app Amplify to your iPhone or Android device. Simply connect your social profiles (the app will NEVER post anything for you without your consent). You will receive notifications when there is new MDA-approved content to share. The app will post to the profile you connect to it in one click.

Once you have connected your Facebook, Twitter and LinkedIn profiles, be sure to join "Fill the Boot Updates" group. For more, visit: <https://strongly.mda.org/announcing-mda-amplify/>.

Social Graphics

Right click on the images below and save to your desktop to use in your social promotion.

Social Badges:



Cover Photo:



Profile Picture:



Twitter Tips:

- You can pre-schedule tweets (use free social management software like [Hootsuite](#)).
- Always include this URL at the end of your posts to direct followers to learn more about the program: <https://goo.gl/S7hVOU>.
- If you're participating in the Virtual Fill the Boot program, use this URL: <http://goo.gl/3lVjrV>.
- DO NOT change the link in any way. It has been tagged so that it can be tracked to determine usage and effectiveness.
- Use the below messaging as a guide, and be sure to adjust your own messaging to ensure room for re-tweets (your tweets should be no more than 130 characters long).
- 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.
- Remember, you can also re-tweet FTB-related content from [@MDAnews](#) on Twitter.

IAFF-Specific Sample Messages:

- Help **[#CITY]** @IAFFnewsdesk fire fighters #FilltheBoot for MDA at **[LOCATION/INTERSECTION]** today! <https://goo.gl/S7hVOU>.
- Help your **[#CITY]** fire fighters raise money for MDA families when you #FilltheBoot w/ @IAFFnewsdesk at **[LOCATION/INTERSECTION]**! <https://goo.gl/S7hVOU>.
- Since 1954, @IAFFnewsdesk fire fighters have been raising awareness and funds for MDA. <https://goo.gl/S7hVOU>.
- Hey **[#CITY]**! Come on out to support your **[#LOCAL]** @IAFFnewsdesk fire fighters as they #FilltheBoot! Donate at **[LOCATION/INTERSECTION]**! <https://goo.gl/S7hVOU>.
- We'll be at **[LOCATION/INTERSECTION]** to #FilltheBoot and help bring strength, independence and life to local MDA families! Join us! <https://goo.gl/S7hVOU>.
- **[#CITY]** @IAFFnewsdesk fire fighters need your help to #FilltheBoot for MDA! Donate at **[LOCATION/INTERSECTION]**. <https://goo.gl/S7hVOU>.

General/Non-Union Sample Messages:

- Help **[#CITY]** fire fighters #FilltheBoot for MDA at **[LOCATION/INTERSECTION]** today! <https://goo.gl/S7hVOU>.
- Help **[#CITY]** fire fighters #FilltheBoot for MDA summer campers! Donate at **[LOCATION]**! <https://goo.gl/S7hVOU>.
- Help **[#CITY]** fire fighters raise money for MDA families when you #FilltheBoot at **[LOCATION/INTERSECTION]**! <https://goo.gl/S7hVOU>.
- For 65 years, fire fighters have been raising awareness and funds for MDA. Join **[#LOCAL]** at **[LOCATION/INTERSECTION]** on **[DATE]**! <https://goo.gl/S7hVOU>.
- Help **[#CITY]** fire fighters #FilltheBoot for MDA! Help MDA families live longer and grow stronger by donating at **[LOCATION/INTERSECTION]**! <https://goo.gl/S7hVOU>.
- #FilltheBoot in **[#CITY]** with us on **[DATE]** at **[LOCATION/INTERSECTION]**! Help fire fighters make a difference for MDA families! <https://goo.gl/S7hVOU>.
- Hey **[#CITY]**! Come out and see us and help fire fighters #FilltheBoot for MDA! Donate at **[LOCATION/INTERSECTION]**! <https://goo.gl/S7hVOU>.
- Use your spare change to #FilltheBoot & help **[#CITY]** families live longer and grow stronger! Donate at **[LOCATION/INTERSECTION]**! <https://goo.gl/S7hVOU>.

- Join us [#CITY] fire fighters at [LOCATION/INTERSECTION] to #FilltheBoot and help bring strength, independence and life to local MDA families! <https://goo.gl/S7hVOU>.
 - [#CITY] fire fighters need your help to #FilltheBoot for MDA! Donate at [LOCATION/INTERSECTION]. <https://goo.gl/S7hVOU>.
 - [Local] is helping kids and adults with muscular dystrophy live longer and grow stronger! #FilltheBoot with us on [Date]! <https://goo.gl/S7hVOU>.
 - We will #FilltheBoot at an intersection near you to help free MDA families from the harm of muscular dystrophy. [Insert Location and Date]! <https://goo.gl/S7hVOU>.
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Facebook Tips:

- Boost your posts with a visual! You can include photos of fire fighters in action during FTB drives to increase engagement, "Likes," – even participation!
- You can pre-schedule messaging directly in Facebook (or use free social management software like [Hootsuite](#)).
- Always include this URL at the end of your posts to direct followers to learn more about the program: <https://goo.gl/S7hVOU>.
- If you're participating in the Virtual Fill the Boot, use this URL: <http://goo.gl/3lVjrV>.
- DO NOT change the link in any way. It has been tagged so that it can be tracked to determine usage and effectiveness.
- Remember, you can also share FTB-related content from the [MDA National](#) Facebook page.

IAFF-Specific Messaging Samples:

- For more than six decades the @International Association of Fire Fighters has stood on the front lines for MDA. Be part of the tradition and help us #FilltheBoot for MDA on [DATE] at [LOCATION/INTERSECTION]! <https://goo.gl/S7hVOU>.
- The @International Association of Fire Fighters annual #FilltheBoot drive raises funds to send thousands of kids to MDA Summer Camp every year. YOU can help kids in our area when you Fill the Boot on [DATE] at [LOCATION/INTERSECTION]! <https://goo.gl/S7hVOU>.
- [CITY] @International Association of Fire Fighters will be in full force on [DATE]! Come out to [LOCATION/INTERSECTION] and help #FilltheBoot with donations to benefit MDA! Your spare change can help send a kid to MDA Summer Camp! <https://goo.gl/S7hVOU>.

General/Non-Union Messaging Samples:

- For more than six decades, fire fighters have stood on the front lines for MDA. Be part of the tradition and help us #FilltheBoot for MDA on [DATE] at [LOCATION/INTERSECTION]! <https://goo.gl/S7hVOU>.
- We are collecting donations for MDA's annual #FilltheBoot drive! Proceeds raised help free individuals and the families who love them from the harmful effects of muscle debilitating diseases that take away everyday freedoms like the ability to walk, to play, to hug and to breathe. See you on [DATE] at [LOCATION/INTERSECTION]! <https://goo.gl/S7hVOU>.

- We fire fighters do more than protect the community – we give back, too! Join us by donating to the [CITY] #FilltheBoot drive on [DATE] at [LOCATION/INTERSECTION]! Proceeds will help MDA families right here in our community. See you then!
<https://goo.gl/S7hVOU>.
 - Fire fighters' annual #FilltheBoot drive raises funds to send thousands of kids to camp every summer. YOU can help kids in our area when you Fill the Boot! See you on [DATE] at [LOCATION/INTERSECTION]! <https://goo.gl/S7hVOU>.
 - We will be in full force on [DATE]! Come out to [LOCATION/INTERSECTION] and help #FilltheBoot with donations to benefit MDA! Your spare change can help send a kid to MDA Summer Camp! <https://goo.gl/S7hVOU>.
 - Big thanks to all who have come out to [LOCATION/INTERSECTION] to #FilltheBoot for MDA families in [CITY]! "Like" and share this post to encourage your friends to do the same! [Insert a photo taken at the FTB] <https://goo.gl/S7hVOU>.
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Instagram Tips:

- Follow MDA on Instagram and tag us in your posts (to tag: type in the '@' symbol, followed by MDA_USA).
- URLs in Instagram captions do not link externally, so there is no need to include them in your post.
- Use as many hashtags as you like. Be creative: #FilltheBoot #firefighters #[LOCAL] #[LOCATION/INTERSECTION] #giving #fundraising #MDAfamilies #MDAGiveStrength
- If you use a repost app, you can also share MDA FTB-related content from the [MDA National Instagram page](#).

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