

# Breast Cancer Network Australia's PINK SPORTS DAY



## Promoting your event on social media

Use the below posts on Facebook & Instagram with one of the social media tiles available for you to download from the 'social media imagery' folder.

Available images include:

- Images 1 – 4 'We are hosting a Pink Sports Day' (all sports)
- Images 5 – 6 'We are hosting a Pink Sports Day for Mother's Day weekend' (all sports)
- Images 7 – 42 'We are hosting a Pink Sports Day' (Sport specific – 18 sports listed including netball, soccer, golf)
- Images 43 – 44 'Order your BCNA Pink Sports Day merchandise' (Generic merchandise images with order reminder)
- Images 45 – 46 'Thank you for hosting a Pink Sports Day' (all sports)

### Suggested social copy

Remember to insert your Pink Sports Day details and club, league or association's name into the suggested copy below.



Generic Facebook Tile



Generic Instagram Tile

### Month before the event

**[Insert club, league or association name]** is excited to be hosting a Pink Sports Day in support of Australians affected by breast cancer and to raise vital funds for @BreastCancerNetworkAustralia.

To get involved simply 'pink up' & support us on **[insert date]** as we play for a great cause! You can also help us hit our event fundraising target and make a real difference.

Donate to our Pink Sports Day **<enter your fundraising page link here>** (NOTE: remember to add your link in your bio for Instagram)

#PinkSportsDay #PLAY4BCNA

### Week of event

We're 'pinking up' this **[insert day]** and you're invited to join us!

In support of @Breast Cancer Network Australia we're excited to be taking part in Pink Sports Day.

Come and join us as we play in support of women and men, and their families, affected by breast cancer!

#PinkSportsDay #PLAY4BCNA



Generic Facebook Tile



Generic Instagram Tile



### Mother's Day event – Month before event

This Mother's Day **[Insert club, league or association name]** is excited to be hosting a Pink Sports Day in support of Australians affected by breast cancer and to raise vital funds for @BreastCancerNetworkAustralia.

To get involved simply 'pink up' & support us on Sunday 9 May as we play for a great cause! You can also help us hit our event fundraising target and make a real difference.

Donate to our Pink Sports Day **<enter your fundraising page link here>** (NOTE: remember to add your link in your bio for Instagram)

#PinkSportsDay #PLAY4BCNA

### Mother's Day event - Week of event

We're 'pinking up' for Mother's Day this Sunday and you're invited to join us!

In support of @BreastCancerNetworkAustralia we're excited to be taking part in Pink Sports Day.

Come and join us as we play in support of women and men, and their families, affected by breast cancer!

#PinkSportsDay #PLAY4BCNA



Generic Facebook Tile



Generic Instagram Tile

### Thank you – Post event

Thank you for being part of **[Insert club, league or association name]**'s Pink Sports Day.

We are excited to announce that we raised \$[enter amount] for @BreastCancerNetworkAustralia in support of Australians affected by breast cancer.

We can't wait to 'pink up' again next year!

#PinkSportsDay #PLAY4BCNA

NOTE: We'd also love you to share your favourite photos from your Pink Sports Day!