



Fill the Boot Social Media Posts and Strategy for IAFF

Thank you for participating in the first Virtual Fill the Boot campaign. We are honored to have your support and have provided the below to help you leverage the power of social media to engage followers and encourage them to connect with MDA's mission to transform the lives of people living with neuromuscular disease.

This summer, the first Virtual Fill the Boot campaign will kick off and we will be using **#MDA #FilltheBoot** to generate awareness for MDA's mission and be the leader in neuromuscular disease research and care. We invite you to help us amplify this effort throughout the month and for people to read and hear about our mission to see how we help people affected by neuromuscular disease.

Mention on Facebook [Muscular Dystrophy Association](#)

Tweet: [@MDAorg](#)

Tag: [@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** 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.
- 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 https://bit.ly/MDA_FT20.
 - Please do not change the link in any way. It has been tagged so that it can be tracked to determine usage and effectiveness.

Sample Messages

Instagram

- Join over 300,000 [@IAFFnewsdeck](#) members for this year's #virtual #FilltheBoot fundraiser to support #MDA families. Visit the link in or bio to make a huge difference for those with #neuromuscular disease! Link in bio



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- We are excited to continue our partnership with @IAFFnewsdeck this year for a #virtual #FilltheBoot fundraiser. Visit the link in our bio to sign up today to fill the boot or select your favorite fire house to #support! Link in bio

Twitter

- For 66 years, the @IAFFnewsdesk has helped #MDA families through #FillTheBoot. Support this historic program virtually by donating today to help fund critical care for over 250,000 people living with #neuromuscular diseases. https://bit.ly/MDA_FTB20
- Each year, @IAFFnewsdesk #firefighters reach out to their communities to help raise critical funds for #MDA & this year is no different. Visit the link below to join your local fire house to #FilltheBoot for MDA virtually this year. https://bit.ly/MDA_FTB20

Facebook

- For the past 66 years, our partners IAFF (TAG) have offered their unwavering support to help raise funds for members of the MDA community with Fill the Boot. Sign up to join this year's virtual Fill the Boot or select your favorite firehouse to support. https://bit.ly/MDA_FTB20
- Since 1954, the support of IAFF (TAG) has made Fill The Boot a lifesaving tradition. Join the thousands of fire fighters who have participated in Fill The Boot virtually this year to continue to provide critical funds to members of the MDA community. https://bit.ly/MDA_FTB20

We are proud to partner with you to transform the lives of those living with neuromuscular disease and appreciate your efforts to spread the news of our campaign. Please direct any questions or ideas to your MDA representative or ResourceCenter@mdausa.org.