



Social media toolkit





Thank you for coming on board as a Paws4Kids advocate! Together we can support children and young people to get the best start in life by reengaging with education.

This toolkit contains background information on the Paws4Kids matched giving day, key messages, stories, dates and links, as well as content suggestions for social media. Please, however, feel free to apply your own personal touch when creating your posts and content.

Campaign background

About Paws4Kids

- Dogs have the power to transform lives. Whether it's a gentle nuzzle on the arm or a longing glance, sometimes, it's the simple gestures of unconditional love from dogs that makes all the difference to how we feel.
- When it comes to children and young children, dogs help kids to heal, engage and build confidence.
- The **Paws4Kids matched giving day** is raising funds so MacKillop Family Services can help kids who've been through childhood trauma to feel safe and to learn again by using therapy dogs.
- What's more, donations made on Wednesday 22 April will be tripled until we reach our goal of \$300,000, so you can have 3x times the impact making a donation to Paws4Kids. To donate, head to paws4kids.org.au.

Key dates

Thursday 22 March	Website live and pre-donations open
Monday 23 March – Tuesday 21 April	Your social media post #1
Wednesday 22 April	Your social media post #2
Wednesday 22 April	Matched Giving Day

Meet the therapy dogs

We call our Canine Assisted Learning Program funded by Paws4Kids "Paw Pals". The Paw Pals team currently includes a teacher, a youth worker and three active therapy dogs.



Meet **Ivey**.

Ivey is a seasoned therapy dog with over two years' experience with MacKillop Family Services' Paw Pals program.

A trait that helps children relate well to Ivey is her nurturing approach. After a few consistent sessions, Ivey gives people her paw – which is Ivey saying, "I trust you, can we be friends?"

When Ivey needs to unwind after a long day, she loves to run along the beach.



Meet **Justice**.

Justice is currently on her therapy dog learner plates, training very hard over the last eight months to get her full certification.

Justice has a calm, friendly nature that children gravitate to.

After a hard day in the office, you can often find Justice unwinding by playing with Ivey (MacKillop's other therapy dog) at the MacKillop office.



Meet **Indie**.

Indie is the youngest of our therapy dogs. She is currently undergoing training to become a therapy dog and she can't wait as she already enjoys her sessions with young learners.

Indie is very good at reading a person's emotional state. She reflects the energy of those she's with, so is great at teaching children the impact of their behaviour. Indie loves to unwind by playing with her best friend Justice (MacKillop's other therapy dog), receiving attention and enjoying a good old fashion pat.



Website and social media links and hashtags

Mackillop social media channels

-  [Faceook.com/macKillopfamilys](https://www.facebook.com/macKillopfamilys)
-  [Twitter.com/macKillopfs](https://twitter.com/macKillopfs)
-  [Instagram.com/mackillopfamilyservices/](https://www.instagram.com/mackillopfamilyservices/)
[Instagram.com/mackilloppawpals](https://www.instagram.com/mackilloppawpals/) (*Instagram for our therapy dogs*)
-  [Linkedin.com/company/mackillop-family-services/](https://www.linkedin.com/company/mackillop-family-services/)

Campaign hashtags

-  [#paws4kids](#)
[#DogsMakeMeFeel](#)

Campaign links

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Paws4Kids website	paws4kids.org.au
MacKillop website	mackillop.org.au

Campaign commitments

Your support

1. **Social media post #1** – Between 23 March to 19 April

Share a personal story of how your dog makes you feel. Take a photo of you and your dog and use our campaign hashtag #DogsMakeMeFeel and campaign graphic to help illustrate your personal story.

2. **Social media post #2** – On the morning of 22 April

Share a post encouraging your followers and network to donate on Wednesday 22 April. Use our Paws4Kids campaign graphics and campaign hashtag #paws4kids to help illustrate the impact of donating on this day to triple the impact of donation.

Of course, if you want to post more frequently, we know that repetition is helpful to encourage donations so go for it!



Our commitment to you

1. MacKillop Family Services will repost your campaign content on our social media platforms
2. MacKillop Family Services will feature your campaign content on our website
3. Donations to Paws4Kids will ensure MacKillop can continue and grow our use of therapy dogs to help children recover from trauma and re-engage in education.

Content suggestions

Post #1: In the lead up to the matched giving day

- #DogsMakeMeFeel <insert your adjective>

I'm supporting #paws4kids because dogs have the power to transform lives and help children to heal. And so do you. Give on Wed 22 April to have your donation multiplied three times. Donate at paws4kids.org.au.

- #DogsMakeMeFeel <insert your adjective>

My dog brings so much joy to my family, so imagine what they can do to help children who've been through childhood trauma. I'm behind #paws4kids because we need to think outside of the box to support children to heal and learn. Donate at paws4kids.org.au.

- My #DogsMakeMeFeel <insert your adjective>

That's why I'm getting behind #paws4kids, so all children who need it the most can heal through the calming and joyful nature of dogs. Donate on Wed 22 April and have your gift multiplied by 3!

- School isn't always an easy place to be. But it's amazing what children can achieve with a dog by their side! I'm getting behind #paws4kids to help 500 kids get back on track at school. Will you join me? Donate at paws4kids.org.au.
- Every child deserves an education, but many Australian kids are being left behind! I'm getting behind #paws4kids to help kids who've been through childhood trauma feel safe to learn again through dogs. Donate on Wed 22 April at paws4kids.org.au.

Post #2: On the matched giving day, April 22

- Donate at #paws4kids today to give the gift of education to children who've experienced trauma. Donations are multiplied x3 today only! Head to paws4kids.org.au.
- Today you have 3 times the power to change young lives forever. Donations made at paws4kids.org.au will be multiplied x3 today only.

- Today only, #paws4kids donations made at paws4kids.org.au will be multiplied by three. Your donation will help children who've experienced trauma to heal and build confidence through therapy dogs.

Social media tiles

Post #1: Instagram and Facebook



Post #2: Instagram and Facebook



Key contacts

Thank you again for your support for Paws4Kids.

Should you need to get in touch with us at any time, please use the contact details below:

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