



24 OCTOBER 2024 | EAT STREET NORTSHORE

Cheat Sheet



Getting publicity for your SleepOut event or activity

Publicity helps you to:

- Boost attendance and donations.
- Raise awareness about youth homelessness and a worthy cause.
- Get prizes and donations to increase your fundraising.
- Get a spot of well-deserved recognition for your good work.

Sharing on social media is easy

People like to see:

- A story about what you or your company are doing for worthy causes.
- The industry likes to see who is participating.
- Something unusual: Are you doing something different? Perhaps some sort of unusual or quirky activity? Are you aiming to raise a big number, or set some kind of record? Anything that stands out and makes your story more newsworthy.
- Real stories that connect you to the cause: Does someone in your organising group have a direct connection to working on building a Haven House? Do they know of any young person who is at-risk or has experienced homelessness?

Four easy steps to getting social media coverage

1 KNOW WHICH SOCIAL MEDIA tool suits your content: videos and photos are good for Instagram, stories about what you are doing as an employee or a company are good for LinkedIn.

2 SHARE ON YOUR PERSONAL account, but also ask the company marketing or communications team to share on the official organisation account.

3 USE OUR RESOURCES Use the social media tiles in the Host Pack page.

4 KEEP US POSTED! Let us know at the Property Industry Foundation by using the following hashtags:

*#backseatsleepout #sleepout
#sleepoutforhomelessyouth
#homes #homeless
#youth #propertyindustry
#homelessyouth*

TOGETHER WE'LL FUNDRAISE TO BUILD HOMES FOR HOMELESS YOUTH
1800 313 116 | pifsleepout.com.au

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