



26 OCTOBER 2023 EAT STREET NORTHSHORE



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 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:

#PIfsleepout #sleepout #sleepoutforhomelessyouth #homes #homeless #youth
#propertyindustry #homelessyouth



TOGETHER WE'LL FUNDRAISE TO BUILD HOMES FOR HOMELESS YOUTH

1800 313 116 pifsleepout.com.au