



## 30 Days of RSA social media post ideas

To help you stay active on social media in the lead-up to and wrap-up of RSA (Red Shield Appeal), we've created 30 ready-to-go post ideas. These can be used in any order to engage local communities, highlight fundraising efforts, and encourage participation in the Red Shield Appeal.

*You don't need to use them all* – these are just ideas to inspire you to engage with your community on social media during this active time.

### Remember:

- There's no particular order to these. Use whichever ideas work best for you.
- Encourage engagement. Ask questions in your post captions, re-share your community's posts to your page, and interact with comments on your posts.
- Include **#RedShieldAppeal** on all your posts so that the wider Salvation Army community can see all the fantastic posts from around Australia – including yours!
- **@ mention the national accounts** so we can re-share your posts to our international audience:
  - Facebook: [@The Salvation Army Australia](#)
  - Instagram: [@salvosau](#)
  - TikTok: [@salvosau](#)
- Here are some graphics you can post, and some templates that you can edit to make your own. Find them here: [Social Media Assets for Red Shield Appeal](#)

### Celebrating our people

Highlighting the amazing volunteers and community members who make the Red Shield Appeal possible.

- Feature pets “helping out” during the Red Shield Appeal—volunteers with their dogs or a fun pet-related post!
- Highlight a long-time Red Shield Appeal volunteer or someone in the community making a big impact.
- Feature young volunteers making a difference—30% of Red Shield Appeal volunteers are school-aged!
- Introduce your team and share why they love helping with the Red Shield Appeal.
- Encourage volunteers to share group selfies while out collecting.
- Highlight local police, firefighters, or paramedics supporting the appeal.
- Ask a volunteer why they give their time to the Red Shield Appeal and share their response.
- Ask volunteers to share a photo or memory from their first Red Shield Appeal experience—it's a great way to spark nostalgia and encourage new volunteers.
- Share a short “day in the life” video of a volunteer's Red Shield Appeal collecting experience (with their permission!).

## RSA Weekend

Excitement, engagement, and key moments during RSA Weekend.

- Share your corps' fundraising target and update followers on progress.
- Post a video where you ask your collectors to guess how much they raised on Red Shield Appeal Weekend.
- Capture your volunteers showing off their collection outfits, bucket hats and bright yellow vests—both male and female collectors (that's important!).
- If your corps is running a BBQ or community event for the Red Shield Appeal, promote it and invite the community to support!
- If your corps is hosting a fundraiser like a bake sale, share photos and invite people along.
- Do a countdown post to keep excitement high as we get closer to Red Shield Appeal Weekend.
- Encourage people to bring a friend to help with collections and doorknocking.
- List fun or meaningful reasons people should get involved.
- Engage your audience with a poll—would they rather collect in a shopping centre or go doorknocking, and why? (Just an example!)
- Show what happens behind the scenes of a Red Shield Appeal collection—setting up, prepping materials, or capturing a fun moment with volunteers before they head out.
- Celebrate after a great Red Shield Appeal Weekend—thank volunteers and donors for their support!

## History, EOFY & Impact

Sharing the legacy of the Red Shield Appeal, encouraging last-minute donations, and demonstrating its real-world impact.

- Let people know where they can donate or get involved.
- Encourage last-minute donations before the Red Shield Appeal wraps up—mention tax-deductible donations around the end of the financial year to encourage contributions.
- Remind people that every donation makes a difference.
- Give a shoutout to businesses that donate to the Red Shield Appeal.
- Share old Red Shield Appeal photos or stories from past collections in your community.
- Show a photo gallery of how your corps' Red Shield Appeal collections have changed over time.
- Share an interesting piece of history or a stat about the Red Shield Appeal—e.g., “Did you know the Red Shield Appeal has been running for over 50 years?” Is there someone in your corps who has been involved for a long time that you could highlight and celebrate?
- Share a real story of how Red Shield Appeal funds have helped someone in need.
- Encourage teams to share photos of full collection buckets, along with a thank you to the community for their support of The Salvation Army's vital work.

Don't forget to **@The Salvation Army Australia** on Facebook, **@salvosau** on Instagram, and use **#RedShieldAppeal** so more people can see your posts and celebrate your corps activities!