

# PUSHED TO THE LIMITS

99,000 STEPS CHALLENGE



## Social Media Pack

**This pack includes all the assets and ideas you need to share your epic 99,000 Steps Challenge with family and friends, so that you can spread the word and raise awareness for children's hospices across the UK.**

**Here's a list of everything included in this pack:**

### Social Media Assets

A range of shareable social media assets that can be used in your social media posts. They come in a variety of sizes for use across relevant channels and can be paired with suggested key messages below.

### Social Media Messaging

Feel free to pair these pre-drafted messages with the assets in this pack or use your own voice to bring the 99,000 Steps Challenge to life for your colleagues, customers and clients.



### Where to find us

We need your help to make a difference. Keep an eye on our social media for more information on how you can take part in Children's Hospice Week. We will have big events with our celebrity patrons all to be revealed...



## Social Media Assets:

There are a range of shareable social media assets that can be used for your social media posts in support of Together for Short Lives and the 99,000 Steps Challenge.

Please use this link to access all imagery for our Pushed to the Limits: 99,000 Steps Challenge #ForTheChildren

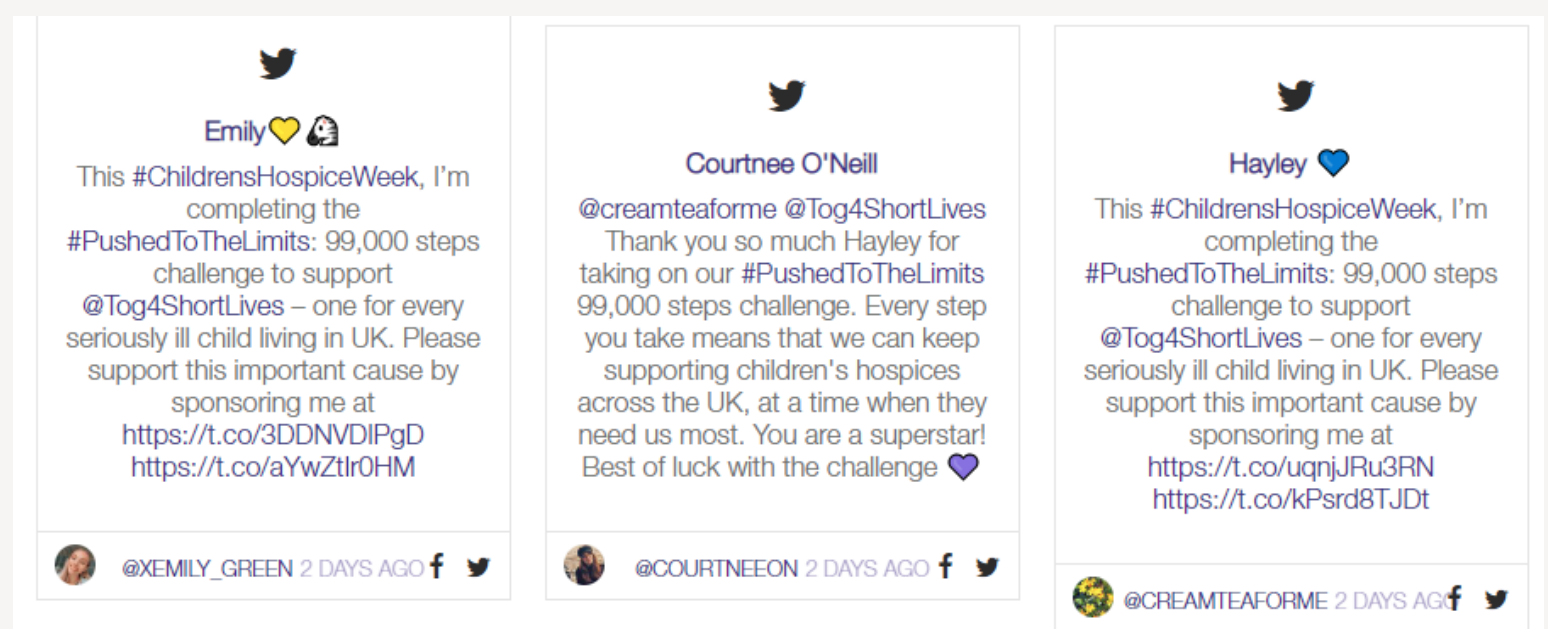
### Example Assets:



## Together for Short Lives: Social Media

Share your 99,000 Steps Challenge and show your support for children's hospices on your social media channels by following, liking, commenting, and sharing our posts on social media. Also, encourage colleagues, family and friends to follow our channels for updates too. Click the icons below to discover our social media and don't forget to tag us @Tog4ShortLives

If you decide to post on your own social media then use the hashtags #ForTheChildren and #PushedToTheLimits #ChildrensHospiceWeek



# Social Media Messaging:

## Pushed to the Limits: 99,000 Steps Challenge

Right now, families with seriously ill children are pushed to their limits. Caring for a child with serious health needs can be exhausting – and often the challenges families face are little understood. At the same time, children's hospices are being pushed to their limits too – with more and more children in need of their care whilst there is a shortage of specialist doctors and nurses. We want people to push themselves to their limits and raise vital funds this Children's Hospice Week. Because our children's hospices should never be pushed to theirs.

## Draft messaging for social media for the 99,000 Steps Challenge:



I'm proud to support @Tog4ShortLives in #ChildrensHospiceWeek by taking on the 99,000 Steps Challenge. Children's hospices risk being pushed to their limits. That's why I'm pushing myself to the limit - raising money #ForTheChildren with short, precious lives. #Pushedtothelimits



We've developed these messages to fit the Twitter word limit, please do use them across other channels too - just make sure you change our handle to tag us in! (see below)



This #ChildrensHospiceWeek, I'm completing the #PushedToTheLimits 99,000 Steps Challenge to support @Tog4ShortLives, a step for every child with a life-limiting condition in the UK. #ForTheChildren #PushedToTheLimits



This #ChildrensHospiceWeek we are taking on The @Tog4ShortLives 99,000 Steps Challenge. Check out our company leader board & see who's at the top of the stepping charts! >> link here #ForTheChildren #Pushedtothelimits

## Where to find us on social media:

We are proud to be able to tell the stories of some truly incredible families, whose local children's hospice is their lifeline. We'd love you to help us share these far and wide through all your channels. Follow our social media platforms to like, comment on and share these posts. You might also spot some familiar faces throughout Children's Hospice Week, with some exciting things happening with our celebrity patrons!



Together for Short Lives



@togetherforshortlives



@Tog4ShortLives



@togetherforshortlives

togetherforshortlives



# Every step counts for children like Haniya

Little Haniya was just like any other baby girl, until mum Shabana noticed she wasn't reaching certain milestones and thought there might be a problem. An MRI scan revealed brain abnormalities that are the result of a rare neurometabolic disorder. Shabana's family were referred to their local children's hospice and found a lifeline in Acorns Children's Hospice.



"When we first heard about Acorns I thought, 'a hospice, no'. It was too early for me at the time. But the nurses saw how hard I was working and knew how much support I was missing out on. I thought it'd be a hospital. But I was shocked to walk in and see carpet on the floor. Everything was nicely decorated. It was like a home."

"I don't know what I'd do without our children's hospice, they're there for me no matter what."

Every step you take as part of this challenge represents a child with a life-limiting condition. 99,000 children and young people are living in the UK with health conditions that are life-limiting or life-threatening – and the number is rising.

[Meet more of the families we support by clicking here.](#)



"Acorns isn't just there for me and Haniya. Acorns is there for all of us."



## Thank you

Every penny you raise and awareness made goes such a long way in helping children's hospices across the UK at a time when they have never needed it more. We work together to help families facing the heartbreak of knowing their child will die young. These families face unimaginable challenges, and this year is no different.

Thanks to your support during Children's Hospice Week 2022, we can help families create incredible memories, laughter, and special moments together.

**Good luck and happy stepping!**

*From the Together for Short Lives Stepping team*