

JERSEY DAY

FRIDAY 3RD SEPTEMBER, 2021

SOCIAL MEDIA GUIDE 2021

@jerseydayau #jerseydayau #donatelife

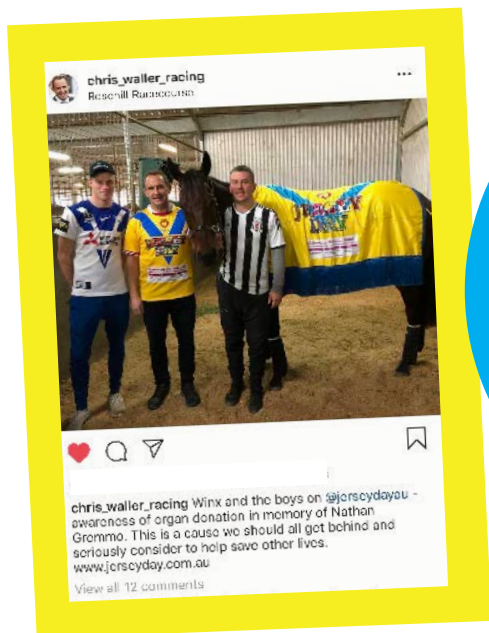




SPREAD THE WORD ON SOCIAL MEDIA

HOW TO GET INVOLVED, IN 5 EASY STEPS:

1. Pop on your favourite jersey, or a **JERSEY DAY** jersey.
2. Take a **photo or video** in your jersey.
3. Post it on **social media** and **tag us @jerseydayau** and use the hashtags **#jerseydayau #donatelife**.
4. Explain what **JERSEY DAY** is in your caption, to help spread word about the importance of having a **conversation about organ donation**. You'll find some examples below.
5. Send your photo to us at **info@jersdayday.com.au**



SOME EXAMPLES OF WHAT TO SAY:

“JERSEY DAY is the perfect opportunity to start a discussion with your loved ones about organ donation”

“Wear your favourite sporting jersey this JERSEY DAY, Friday 3rd September 2021, to raise awareness for organ donation.”



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DID YOU KNOW?

- **JERSEY DAY** is on **Friday September 3, 2021**.
- **JERSEY DAY** is the perfect opportunity to **start a discussion with your loved ones about organ donation**.
- **Organ donation** can **save the lives of many people**.
- **Around 1,650 Australians** are currently waitlisted for a **transplant**.
- To become an organ donor, you need to join the **Australian Organ Donor Registry**. State based driver's license donor registries no longer exist.
- In Australia, **family members** will always be **asked to confirm** the decision of organ donation. That is why **discussing your decision with family and friends is so important**.
- You can **register your decision** to donate via **jerseyday.com.au**. It takes less than a minute to register.