

Social Media Tiles

‘INSTRUCTION SHEET’ for Individuals

Social Media tiles attached to be downloaded

Add your fundraising page link to your **Instagram bio** or use the links in your **stories and reels**.

On **Facebook and LinkedIn**, links will work in the description of each post.

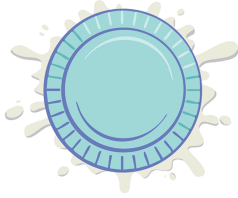
TAG @emergeandseenswandact

#PIE4PTSD #neverjustanumber #SmashTheStigma #PieOfOrigin

How to Add a Link to Your Instagram Bio

1. Open the Instagram app on your phone
2. Go to your profile by tapping your profile picture in the bottom right corner
3. Tap “**Edit Profile**” at the top of your profile
4. Under “**Website**”, paste your fundraising link
Individual: <http://emergeandsee.funraisin.com.au/YOURNAME>
5. Tap “**Done**” or the tick in the top right corner to save

CONT.



TILE NUMBER 1

Let your **family, friends and network** know you are standing up and smashing the stigma of PTSD by participating in PIE4PTSD.

Suggested post wording – or use your own words

Between 27 May and 27 June, I'm standing up and taking the **PIE IN THE FACE FOR PTSD challenge** because our Emergency Service Community are **3 TIMES MORE LIKELY** to suffer psychological distress, and every 4 weeks in Australia a Police Officer, Paramedic or Firefighter will take their own life.

Suggested Video Script

Standard Script:

"I'm participating in the PIE4PTSD Challenge, smashing the stigma of Emergency Service PTSD, one pie at a time.

I've got a \$XXXXX bounty on my head. To watch me take a pie to the face, you can donate to my fundraising page [choose one: link in this reel / link in my bio / link in this post].

When we hit the bounty, you'll get to see me take a pie to the face!"

Optional Add-ons

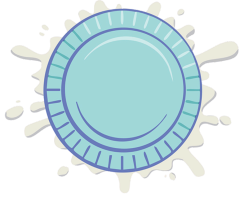
Why this matters to you:

"This campaign is important to me because..."

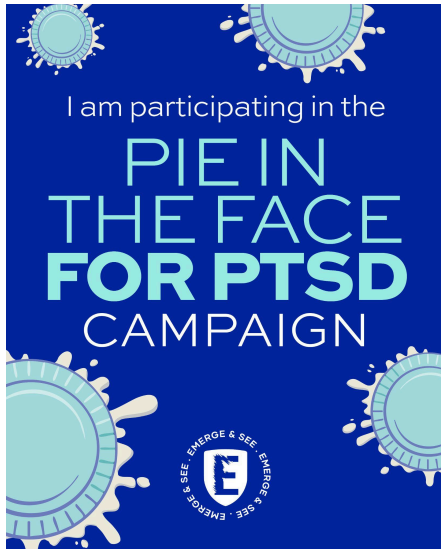
Key Statistics (optional):

"Every 4 weeks in Australia, one Police Officer, Firefighter or Paramedic will take their own life.

Emergency service workers are 3 times more likely to experience PTSD than the general population, and that doubles to six times after 10 years of service."



Prefer Not to Be on Camera?



No problem — you can:

- Share the official **PIE4PTSD social media tiles - download these at (insert website address)**
- Write a short caption encouraging support and any other information (stats, or why you are involved)
- Add your fundraising link [choose one: link in reel / link in my bio (posts) / link in this post].

I've set a bounty of \$**** to help smash the stigma of Emergency Service PTSD and earn a pie in the face. Use the link to donate and help me reach my target. Once the bounty is reached... let the pie smashing begin.

Optional additions:

Let's SMASH THE STIGMA

I'm participating in the PIE4PTSD challenge

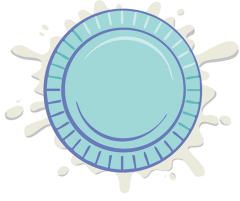
I'm getting messy for mental health

Emergency service mental health matters to me because...

THIS CAN BE A WRITTEN POST WITH THE SOCIAL MEDIA TILE OR A VIDEO MESSAGE (OR BOTH)

FACEBOOK: add your fundraising link

INSTAGRAM: link in bio / link in reel or story



TILE NUMBER 2



Encourage your network to help you hit your **'bounty' (fundraising target)**.

Suggested post wording – or use your own words

I've set a \$**** bounty on my head. Help me reach my target by (DATE – before 27 June) by donating to my fundraising page.

(ADD LINK FOR FACEBOOK)

Link in my bio (FOR INSTAGRAM)

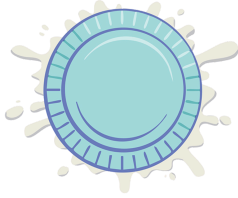
When I smash the bounty, I'll be taking a **pie in the face for PTSD**.

Let's show our support and **SMASH THE STIGMA** of Emergency Service PTSD.
Let's get messy for mental health.

TAG @emergeandseenswandact #PIE4PTSD #neverjustanumber #SmashTheStigma

Reminder post option:

Thank you for your generous donations — I'm getting close!



Do you want to see me take a **PIE IN THE FACE FOR PTSD?**
I need to hit my target of \$***.

Donate here: (ADD LINK FOR FACEBOOK)
Link in my bio (FOR INSTAGRAM)

Let's SMASH THE STIGMA

TAG @emergeandseenswandact #PIE4PTSD #neverjustanumber #SmashTheStigma

TILE NUMBER 3

Let your network know what you achieved.

DON'T WANT TO SHOW THE MESS

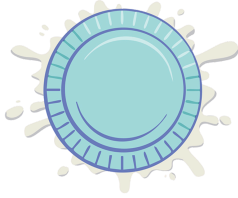


Suggested post wording – or use your own words

WE DID IT! I smashed the bounty — now let's smash the stigma.

(POST VIDEO OR PHOTOS OF YOUR PIE IN THE FACE)

Sharing the mess and the message — together we can smash the stigma of PTSD.



Suggested “Pie Moment” Script PRIOR TO THE PIE:

"Thank you all for your generous donations and support in the PIE4PTSD Challenge.

I hit my bounty and raised \$XXXX so now, you get to see me take a pie to the face!"

Optional AFTER THE PIE:

- Nominate a friend, family member, or colleague to take the challenge next

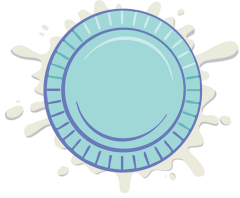
TAG @emergeandseenswandact #PIE4PTSD #neverjustanumber #SmashTheStigma #PieOfOrigin

TILE NUMBER 4



Let your network know how much you raised.

Suggested post wording – or use your own words



WE DID IT! I smashed my bounty and raised \$**** for @emergeandseenswandact and our Emergency Service community in the PIE4PTSD challenge.

These funds help provide **FREE, INDEPENDENT and CONFIDENTIAL peer-based support, education, guidance and connection**, helping our Emergency Service community Emerge & See a better future.

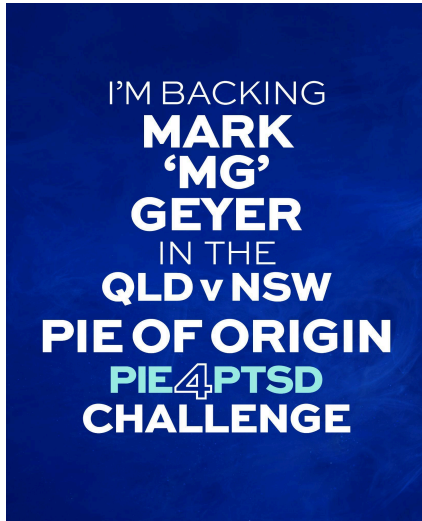
TAG @emergeandseenswandact
#PIE4PTSD #neverjustanumber #SmashTheStigma #PieOfOrigin

Optional:

I've helped smash the stigma of PTSD — will you step up and face the challenge?

I nominate (PERSON) to take on the PIE4PTSD challenge.

BACK THE PIE OF ORIGIN ON SOCIALS AND ENCOURAGE PEOPLE TO BACK

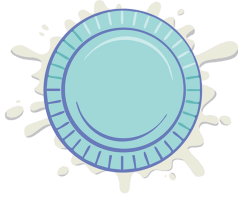


NSW | MARK GEYER | THE BLUES. USE THIS SOCIAL MEDIA TILE

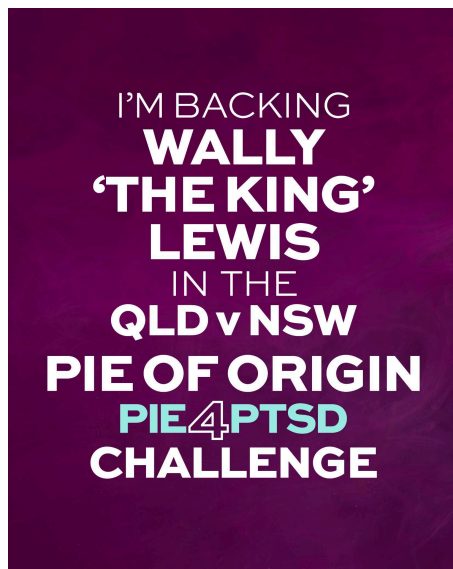
Suggested caption.

DONATE TO VOTE. I DID! Let's watch THE BLUES WHITE WASH THIS PIE OF ORIGIN with this link to donate

<https://fundraise.emergeandsee.org.au/event/pie4ptsd-2026/pie-of-origin-nsw>



BACK THE PIE OF ORIGIN ON SOCIALS AND ENCOURAGE PEOPLE TO BACK



QLD | WALLY LEWIS | THE MAROONS. USE THIS SOCIAL MEDIA TILE

Suggested caption.

DONATE TO VOTE. I DID! Let's watch THE KING FINALLY GIVE IT TO MG THIS PIE OF ORIGIN

with this link to donate

<https://fundraise.emergeandsee.org.au/event/pie4ptsd-2026/pie-of-origin-qld>