**Suggested social posts:**

Use the following content during DonateLife Week – Sunday 27 July to Sunday 3 August.

When posting on your channels please tag us in your posts:

1. Instagram: @donatelifetoday
2. Facebook: @DonateLifeAustralia
3. Twitter: @DonateLifeToday
4. LinkedIn: @organ-and-tissue-authority

**Use the following hashtags & handles:**

#DonateLifeWeek2025
#organandtissuedonation
#registertoday

**Link:**

Add this link to your posts, stories, reels and Instagram bio:

donatelife.gov.au/register

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**Suggested post #1: Video content**

*Post idea*
Print out our [A4 social media poster series](https://www.donatelife.gov.au/donatelifeweek-resources#posters) and use these to create a short 1-minute video.

*Caption*
Today is the start of DonateLife Week - a cause you know is close to my heart.

Right now, there around 1,800 Australians on the waitlist for a life-saving organ transplant.

Be the reason they get a second chance at life. Register as an organ and tissue donor and make sure you chat with your family, so they know you want to be a donor.

Registering takes only one minute at donatelife.gov.au

#DonateLifeWeek2025 #organandtissuedonation #registertoday
@donatelifetoday

**Suggested post #2: Share our TV ad**

*Post idea*
Create your own post/reel/story by [downloading the 15 second ad to your phone.](https://www.donatelife.gov.au/donatelifeweek-resources#videos)

*Caption*
It’s DonateLife Week! Did you know there are 9 million Australians who say they support organ and tissue donation but haven’t yet signed up?

Here in Australia, your family will always be asked to support your decision before donation goes ahead. They are much more likely to agree if they know you’re registered and want to be a donor.

Could you be the reason someone else gets a second chance at life? Register in just one minute at donatelife.gov.au

#DonateLifeWeek2025 #organandtissuedonation #registertoday
@donatelifetoday

**Suggested post #3: Have the chat**

*Post idea*
Share our social media tile ‘take a minute to talk to your family about organ and tissue donation’ to encourage your family and friends to have the chat.

*Caption*
Did you know that in Australia, your family will always be asked to support your decision to be an organ and tissue donor before donation goes ahead. Families are much more likely to agree if they know you want to be a donor.

I’ve talked about donation with my family and friends, it’s important you chat with yours too.

 #DonateLifeWeek2025 #organandtissuedonation #registertoday
@donatelifetoday