**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:**

#DonateLifeWeek
#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.

It only takes one minute to register as an organ and tissue donor at donatelife.gov.au or through your Medicare account.

Then, tell your family you want to be a donor – someone's life depends on it.

#DonateLifeWeek #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 that 4 in 5 Australians say they support organ and tissue donation but only 1 in 3 are registered?

In Australia, your family is always asked to agree to donation. They are much more likely to agree if they know you want to be a donor.

You could be the reason someone else gets a second chance at life.

It only takes one minute to register as an organ and tissue donor at donatelife.gov.au or through your Medicare account.

Then, tell your family you want to be a donor – someone's life depends on it.

#DonateLifeWeek #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 is always asked to agree to donation. They 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