

Content Plan:

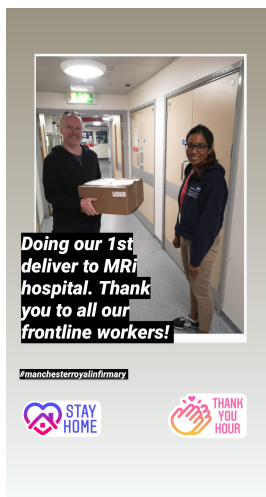
NOTES:

- PLEASE MAKE SURE THAT THE HASHTAGS ARE LINKING
- On Instagram stories please write all text white with a black background (STAY ON BRAND)
- We should be posting something everything Thursday around 8pm
- If we are naming a hospital please @ or # it.
- Linking to the donation page (we can only at a link on Facebook & Twitter, On Instagram direct them to the link in the bio)
- Every post should have a hashtag – look for ones which are popular that day and relevant
- On Instagram stories when hashtagging do it small and at the bottom of page
- Try and use the stay home as it pushes us on a stayhome story

Thursday 16th April: 8:05pm

Platform: IG Stories & Facebook Stories

- Series of text post or any delivery photos we have (see example)
- E.G - Delivered X amount of visor to X Hospital (hashtag the hospitals) add the stay home gif & the thank you gif.
- Then add thank you video <https://vimeo.com/407208254>



Friday 17th April:

Platform: Twitter/Facebook/Instagram
<https://vimeo.com/406862947>

Copy:

Facebook: We have found a way for you to help our NHS workers!

Here are DoESLiverpool we have been making visors for Frontline & NHS workers in this COVID-19 Crisis, we have been 3D printing & Laser cutting like mad so we can get PPE into the hands of healthcare workers in the Northwest.

You can help by donating or volunteering at DoES <https://ppe.doesliverpool.com/>

#NHS #supportnhs #frontlineworkers #stayathome #visors

Video credit to @ [KAKAW Productions](#) & Stephanie Moxham thank you for your support

Instagram: We have found a way for you to help our NHS workers!

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You can help by donating or volunteering at DoES! Link in the bio!

#NHS #supportnhs #frontlineworkers #stayathome #visors

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TWITTER: We have found a way for you to help NHS workers! We have been 3D printing & Laser Cutting Visors for frontline Staff [#Donate](#) [#NHS](#) [#PPEshortage](#)