

St John  
Ambulance



# INFORMATION GUIDE: SOCIAL STREAMERS

# WHAT IS PLAY YOUR PART?

‘Play Your Part’ is a way for you to raise awareness and fundraise for St John Ambulance during the COVID-19 lockdown and beyond

## WHAT CAN YOU DO TO 'PLAY YOUR PART'?

We want people of all ages to fundraise for us by doing livestreams, gaming streams, TikTok challenges and so much more! By engaging with your followers and friends you can tell them about the great work St John is doing and ask them to donate and support our cause.

## WHAT IS A PLAY YOUR PART SOCIAL STREAM?

This is using TikTok, Instagram, Facebook and any other social media to do a one-off short video or short livestream challenge (2minutes max) to raise awareness about SJA and ask for donations. If you'd like to do a longer stream or video (2 minutes+), then you should read our [Streaming Guide](#) for more information.



# WHAT WE WANT YOU TO DO

- 1. Pick a challenge**
- 2. Spread the word**
- 3. Stream it and share it**
- 4. Nominate or challenge 5 people**

# CHOOSE YOUR CHALLENGE

- **#StJohnSecretSkills**

Everyone knows that St John people are highly talented in first aid, but what other secret skills do you hold? Can you knit a stripy jumper? Maybe you're the next Jamie Oliver or Pablo Picasso?

Whatever your hidden talent is, we want you to share it with everyone and teach your followers about the amazing work St John Ambulance volunteers do every day.

- **#StJohnCinema**

Are you missing being able to go to the cinema at the moment? Why not create your own cinema instead by recreating a scene from your favourite film? It could be a video of a whole scene or just a picture of your favourite moment, maybe get your family involved or make some fun costumes? Once you've posted your film, donate the price of a cinema ticket and encourage your friends to do the same.

- **#StJohn143**

**Did you know St John Ambulance has been saving lives in the community for 143 years? – To celebrate this, my challenge for you is how many sit ups can you do in 1 minute 43 seconds? Then challenge your friends to try and beat you.**

**Or feel free to create a whole new challenge!**



# HOW TO STREAM & SHARE

- Pick your favourite social media platform and then go live. Easy!
  - It's best to pre-plan a live stream, so read our [Streaming Guide](#) for some helpful tips.
  - You can go live on Instagram, Facebook or Twitter - think about where you have the most followers to get the biggest audience.
  - You can also now go live on Tik Tok if you have over 1000 followers.
- If you don't fancy going live, then why not pre-record a video and share that on your social media?
  - This means you can re-record or edit if you make a mistake.
  - You can post it on multiple social media platforms.
  - Your followers can watch any time!

# HOW TO SPREAD THE WORD

- Use the hashtag of your chosen challenge and use the St John Ambulance hashtags too.
  - You can @ St John Ambulance too, we'd love to see your videos!
- Let your friends, family and followers know when you're planning to live stream...
  - Or if you're posting a pre-recorded video, tell them once you've posted it, so they don't miss it.
- Tag the friends you want to nominate for the challenge.
- You could share it on multiple social media platforms, you don't have to pick just one.
- Let your audience know that you volunteer for St John Ambulance.
- And let them know what St John Ambulance are doing, why it needs support and where they can donate.

# KEY INFORMATION

FAQs: <https://www.sja.org.uk/get-involved/donate-and-fundraise/virtual-events/how-to-set-up-a-live-stream/>

Webpages: <https://www.sja.org.uk/get-involved/donate-and-fundraise/virtual-events/play-your-part/>

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