

pieta
go Amber 

Social Media Guide

Why do Pieta need your support?



In 2022, Pieta delivered over 50,000 hours of intervention and bereavement counselling. We received almost 100,000 crisis support calls and texts through our 24 freephone helpline and we directly supported over 700 households devastated by the loss of a loved one by suicide.

Hope is something we strive to give each person who comes to us in their time of need. *We help them feel more hopeful about the future* as we continue to tackle the grave issue of suicide and self-harm in Ireland.

We're passionate about our life-saving work. **As over 80% of our income comes from fundraising events**, we rely heavily on the support and encouragement of our volunteers and friends of Pieta.

Everything is free of charge and our staff are fully qualified, providing a professional one-to-one therapeutic service for people who are experiencing suicidal ideation, people who have attempted suicide and people who are engaging in self-harm. A doctor's referral or a psychiatric report is not required.

The power of social media!

Social media is a powerful tool for creating awareness and provides the perfect platform for sharing why you are supporting Go Amber and your fundraising page!

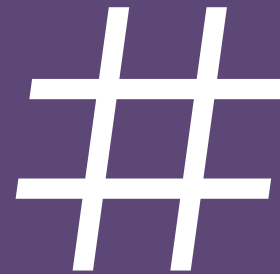


Share your fundraiser on social media



Post pictures leading up to, and on, the big day!

Don't forget to tag @Pieta



Tell us why you are participating in #GoAmber



Stay updated by following @Pieta on Instagram, Twitter & Facebook

Thank you!

The Pieta team are here to help. If you have any questions, please feel contact us.

Telephone: 01 4585490

Website: www.pieta.ie

Email: fundraising@pieta.ie

Together, we can create a world where suicide, self-harm and stigma have been replaced by hope, self-care and acceptance.

