



# Rally and grow your One Ride team

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Social media toolkit



# Rally your friends, family, and wider network to ride alongside you

As a team captain, you're the heart of your group. By sharing your One Ride journey on social media, you can inspire others to sign up, join your team, and help fund life-changing research.

## Why now?

With just a few months until One Ride, now is a key moment to build momentum. One post can create a ripple effect of support, participation, and fundraising for T1D research.

## How to use this guide

We've pulled together ready-to-use post ideas that highlight the spirit and impact of One Ride. Use them as they are, or tweak them to suit your own voice and style.



### Make it your own

These are just suggestions – feel free to change it up!



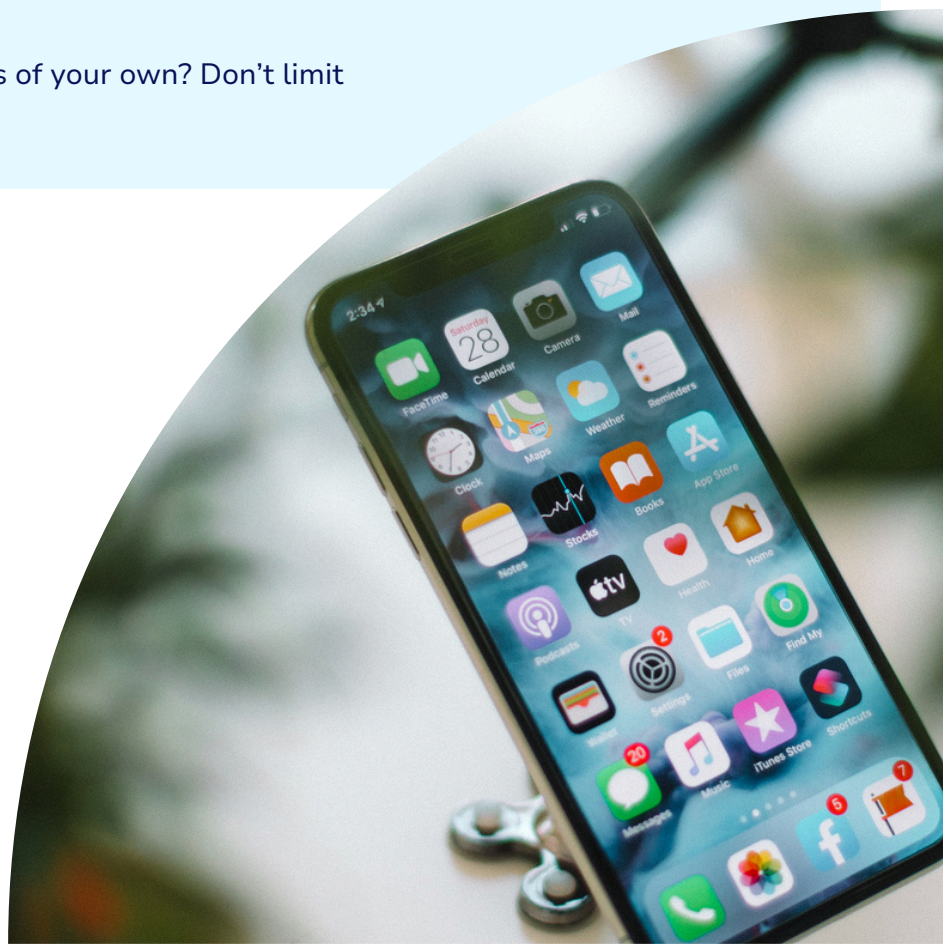
### Post regularly

The more you can share, the better – but as a guide, aim for one or two posts per month.



### Don't stop there

Have some creative ideas of your own? Don't limit yourself – post away!



## Post idea 1

### Personal announcement - share that you're taking on One Ride!

If you haven't already, start by simply letting your network know that you and your team are taking part in One Ride.

A personal announcement is a powerful way to build early visibility, spark curiosity, and invite others to follow your journey or get involved themselves. Make sure you tag your team members in your post and encourage them to share it onto their channels too!

## Suggested caption

*My team and I are taking part in Breakthrough T1D's One Ride in the Barossa Valley this November to support life-changing type 1 diabetes research 🚴*

*It's a chance to challenge ourselves, connect with other like-minded people, and contribute to a cause close to our hearts. Want to join us? I'd love us to ride together!*

*Send me a message or you can check out this link to learn more:*

[ride.breakthrough1d.org.au](https://ride.breakthrough1d.org.au)

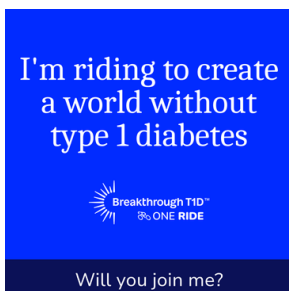
## Image ideas



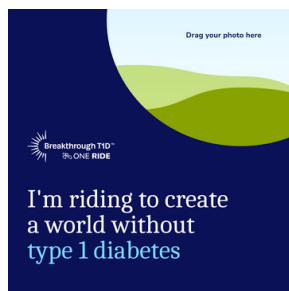
A photo with your One Ride team



A selfie of you in your cycling gear or at one of our previous One Ride events



A simple branded One Ride social graphic like [this one](#)



Or use one of our customisable One Ride social graphics [here](#)

## Post idea 2

### The “Why” behind your ride

Whether you're riding to honour your own T1D journey, to support a loved one, or simply to stand with the 145,000+ Australians living with the condition, sharing your story creates a powerful emotional connection.

This helps others in your network understand the importance of the cause and inspires them to get involved alongside you.

### Suggested caption

*My team and I are riding in One Ride this year because [insert personal reason: e.g. someone close to me lives with type 1 diabetes / we want to help fund research / we believe in finding a cure].*

*It's a cause that's very close to our hearts, and I know we aren't alone: type 1 diabetes currently impacts over 145,000 Australians, with 8 more diagnosed every day.*

*By joining One Ride, we are supporting breakthrough research and helping to create a better future for everyone living with type 1 diabetes.*

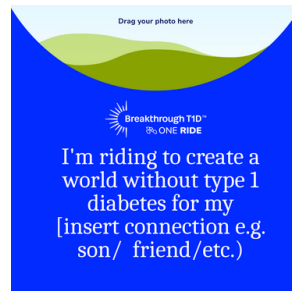
*If you want to make a difference too, I'd love for you to join my team!*

[ride.breakthrough1d.org.au](http://ride.breakthrough1d.org.au)

### Image ideas



Post a photo of yourself and the special person you're riding for – whether it's a family member, friend or colleague



You can also use one of our customisable One Ride social graphics [here](#).

**BONUS TIP:** Consider filming a video talking about your WHY. We have a suggested script you can tweak [here](#).

## Post idea 3

### Share your personal cycling tips

Sharing a personal cycling tip or training hack can add value for your network, shows your personality, and keeps One Ride top-of-mind in a fun and relatable way.

If you're personally impacted by T1D, consider including some diabetes-friendly cycling tips, too! It's a powerful way to spark curiosity and educate people who may not know what it's like to train or exercise while managing T1D – helping build greater understanding and empathy within your community.

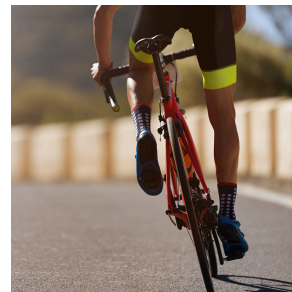
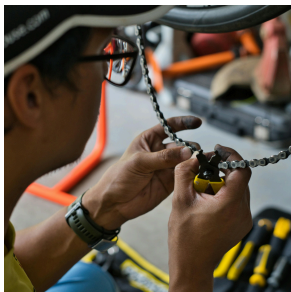
### Suggested caption

*Getting ready for One Ride means getting a few extra KMs in. Over time, I've picked up some simple tips that make every ride a bit smoother.*

*Here are a few of my go-to cycling tips:  
[Enter your advice]*

*If you're interested in challenging yourself for a great cause, consider joining me at One Ride in the Barossa Valley this November!  
Check it out here: [ride.breakthrough1d.org.au](https://ride.breakthrough1d.org.au)*

### Image ideas



Post a simple photo or video of yourself in your cycling gear, or an image that's relevant to your cycling tip!

## Post idea 4

### Throwback

If you've participated in One Ride before, consider posting a throwback! This can be a funny anecdote, a fond memory, or a highlight of the event.

### Suggested caption

*Still not over how magical last year's One Ride celebration dinner was: from our Alice in Wonderland outfits to the incredible energy in the room, it was one unforgettable night 🍷🏃🍰*

*We rode hard and celebrated even harder – and we're doing it all again this November.*

🌟 *Who's joining the ride (and the party) with me this year?*  
[ride.breakthrough1d.org.au](https://ride.breakthrough1d.org.au)

### Image ideas



Post a throwback photo or video from a previous One Ride

## Post idea 5

### A fun behind-the-scenes moment

Share a fun, casual behind-the-scenes moment to show you're getting ready for the event.

This post doesn't have to be serious: the goal is to make it real, relatable, and engaging, and it can be as short as 20 – 30 seconds

### Suggested caption

*Getting some KMs in as I prep for One Ride! Who's riding with me?*

*If you'd like to get involved, check it out here: [ride.breakthrough1d.org.au](https://ride.breakthrough1d.org.au)*

### Image/video ideas

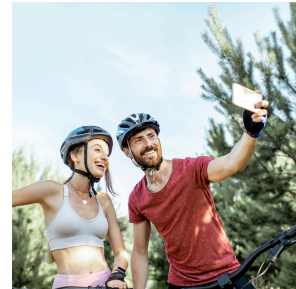
#### Selfie video ideas



Talk about your involvement in One Ride and how you're training for it



Film while out on a ride, at the gym, or training with your team



Share how you're feeling as the event gets closer

#### Image ideas



Your ride route that day



A beautiful view from your training session



Your coffee stop or wind down routine afterward

## Before you post, here's a checklist to ensure you're maximising your impact

- Include the [One Ride website link](#) at the bottom of every post so people know where to learn more or sign up
- Tag us on @breakthrough1dau on Instagram, Facebook and LinkedIn – this lets us reshare your posts and reach even more people!
- Encourage your team members, friends or colleagues to comment or share your post to boost visibility
- Post during peak engagement times for your social media platform (e.g. early mornings, lunch breaks, or early evenings) to reach more people
- Tag your One Ride team members, increasing the reach of your post even further

Need help using our Canva templates? We're here to help! Reach out to your Community Fundraising contact, as they can create a graphic for you to share.

### One post might be all it takes to spark something big.

It only takes one person in your network to see your post, feel a connection to the cause, and decide to get involved. That one spark can lead to a chain reaction of support, fundraising, and impact for the T1D community.

Let's get the wheels turning and hit publish on your first post today – it could inspire real change!

