**Back to School 2026**

Social media posts

### Partner

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| **Post no.** | **Copy** |
| **Post # 1**  Download shoe shopping checklist link | 👣 Kick off the school year on the right (and left!) foot with confidence.  Take a look at the School Shoe Shopping Checklist for practical tips to choose supportive, comfortable school shoes https://apoda.au/checklistpartner/  #BackToSchool2026 #StrongStepsStartHere |
| **Post # 2**  Blog – Children’s Growing Feet | 👣 Looking for evidence-based guidance when buying kids’ shoes this Back to School season?  👉 Read Children’s Growing Feet for practical information to understand what to look for as children’s feet grow – <https://apoda.au/b2s-kids-feet-blog/>  #BackToSchool2026 #StrongStepsStartHere |
| **Post # 3**  Book an appointment | 👣 Start the school year on the right (and left) foot!  ✔ Download the Shoe Shopping Checklist – <https://apoda.au/checklistpartner/>  ✔ 'Children’s Growing Feet’ blog – <https://apoda.au/b2s-kids-feet-blog/>  Take a look through these then book an appointment with a podiatrist for professional footwear and foot health advice ahead of the new school year!  #BackToSchool2026 #StrongStepsStartHere |