



# neighbour day

Sunday 31 March 2019

## Neighbour Day social media for councils & community organisations

Neighbour Day is Australia's annual celebration of community, encouraging people to connect with those who live in their neighbourhood.

Whether through a cuppa, a picnic in the park, or a message of support; Neighbour Day is the perfect opportunity to say thanks for being a great neighbour and for being there to lend a hand.

Neighbour Day is celebrated on the last Sunday in March every year with the aim of fostering strong personal connections that last the whole year round.

Councils and community groups across Australia are recognised as the greatest supporters of Neighbour Day and integral to the success of the movement. Social media is one of the key success strategies for Neighbour Day year round.

Whilst Neighbour Day is celebrated on the last Sunday in March each year, every day can be Neighbour Day.

The principal aim of Neighbour Day is to build better relationships with the people who live around us, especially the elderly and vulnerable.

## Neighbour Day 2019 Theme

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For 2019, Neighbour Day's annual theme is '**Loneliness - What neighbours can do.**'

We will be looking to encourage every neighbour to identify people near them who may be vulnerable and lonely and to engage with them.

## How to be involved on Social Media

The online platforms for Neighbour Day include the [Neighbour Day website](#), [Facebook page](#), [Twitter](#) and [Instagram](#). Social media is an important vehicle for sharing stories about real human connection at the local neighbourhood level. It can inspire all of us to rise above our reserve and knock on the door of the person down the road whose burden may be lightened, or even life transformed by that small kindness.

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We will be looking to encourage every neighbour to identify people near them who may be vulnerable and lonely and to engage with them.

In keeping with the 2019 theme, this year we are encouraging organisations, councils, public figures and everyday Australians to share positive messages of what neighbours can do.

How to support Neighbour Day on social media:

- Use the social media platforms (including the Neighbour Day website) to complement each other.
- Announce all events you are co-ordinating, attending or linked to, through all the social media channels available.
- Use social media to support any media releases, community service announcements, or e-newsletters you or your organisation produce.
- Talk about the Neighbour Day resources and e-kit available at [neighbourday.org](http://neighbourday.org) in your

social media posts.

- Encourage your followers to register their Neighbour Day event at [www.neighbourday.org](http://www.neighbourday.org).
- Use the Neighbour Day selfie sign available on the Neighbour Day website at your events.
- Re-tweet and favourite Neighbour Day tweets and share Facebook posts with your friends and followers.
- Subscribe to 'Verandah by Neighbour Day', our e-Newsletter, for great neighbourly information and ideas.

## Neighbour Day Social Media Ideas

The social media tools for Neighbour Day are the [Neighbour Day website](http://www.neighbourday.org), [Facebook](#) page, Twitter and Instagram.

Neighbour Day provides a great opportunity for councils and community groups to share good news on their social media accounts.

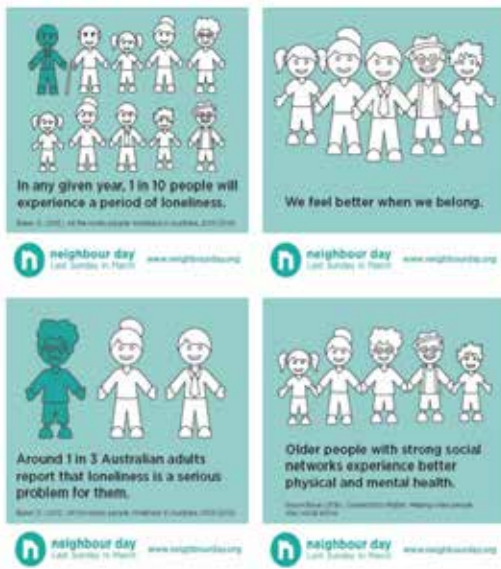
Ideas to support Neighbour Day through social media include:

- Use the social media platforms (including the Neighbour Day website) to complement each other.
- Announce all events you are co-ordinating, attending or linked to, through all the social media channels available. Twitter can be used as the initial link, with more details provided on Facebook or other formats.
- Use social media to support the media releases, community service announcements, Mayor's or CEO or President's columns or E-newsletters you produce.
- Talk about the Neighbour Day council resources and e-kit available at [neighbourday.org](http://neighbourday.org) in your social media chatter. Resources include posters, e-cards, invitations, calling cards and Neighbour Day signs for social media selfies.
- Encourage your clients and community to enter the Neighbour Day social media competitions. New competitions are launched during the lead up to Neighbour Day.
- Use the Instagram launch and selfie signs available on the Neighbour Day website at your events.
- Re-tweet and favourite Neighbour Day tweets and share Facebook posts with your friends and followers.
- Like Neighbour Day on Facebook.
- Follow us on Instagram.
- Subscribe to our Enews Verandah by Neighbour Day for up to date neighbourly information and ideas.

## Example social media posts – for you to copy, paste and share!

### Social Media Graphics

Images are a great way to capture attention in a busy newsfeed. You are welcome click on any of our Neighbour Day graphics for use in your own social media posts to continue to share these important messages.



## Twitter

- Save the date! Communities across Australia are organising their events for Neighbour Day, March 31! @neighbourday #neighbourday [www.neighbourday.org](http://www.neighbourday.org)
- We feel better when we belong. This Sunday 31 March is #neighbourday and a chance to reach out to those around you [www.neighbourday.org](http://www.neighbourday.org)
- Sunday 31 March is a great way to celebrate with your neighbours #neighbourday [www.neighbourday.org](http://www.neighbourday.org) @neighbourday
- Hosting a Neighbour Day street party? Share the fun on Instagram! #neighbourday [www.neighbourday.org](http://www.neighbourday.org) @neighbourday
- The community you want starts at your front door™ #neighbourday [www.neighbourday.org](http://www.neighbourday.org) @neighbourday
- What day are you celebrating Neighbour Day 2019? #neighbourday [www.neighbourday.org](http://www.neighbourday.org) @neighbourday
- Want to be part of Neighbour Day? Contact your local Council to see what's happening in your 'hood. #neighbourday [www.neighbourday.org](http://www.neighbourday.org) @neighbourday

## Facebook

- Save the Date! On 31 March 2019 Australia's annual celebration of community, Neighbour Day, will bring together the people next door, across the street or on the next farm. Be a part of it! The community you want starts at your front door™ #neighbourday [www.neighbourday.org](http://www.neighbourday.org)
- What do you have planned for Neighbour Day on Sunday 31 March? Good relationships with others can and do change communities. Connecting with others also makes us feel better as it helps prevent loneliness, isolation and depression [www.neighbourday.org](http://www.neighbourday.org)
- Remember to register for Neighbour Day at [www.neighbourday.org](http://www.neighbourday.org). By registering your event you are putting up your hand to show that you (and your neighbours) want to be a part of something bigger.
- Share your tip for being neighbourly with us - we want to hear more about great neighbours!
- Let us know about your Neighbour Day events. We'd love to see your photos on Facebook on Instagram! #neighbourday [www.neighbourday.org](http://www.neighbourday.org) .
- Every day is Neighbour Day - which means you can get together with your neighbours any day to celebrate. Register your Neighbour Day event to receive a free e-kit:

[www.neighbourday.org](http://www.neighbourday.org)

- Every day is Neighbour Day and an opportunity to get to know those who live around you. If you can't celebrate on Sunday 31 March, pick a day that suits everyone in your neighbourhood!
- Don't forget to register your event at [www.neighbourday.org](http://www.neighbourday.org) to receive your free e-kit to help make your celebrations even easier!

## Instagram

Instagram is the perfect platform to share images of your Neighbour Day events and actions.

- Download the Neighbour Day selfie sign and take a photo of yourself holding it.
- Why not ask your friends and neighbours to join in?
- Share it on Instagram with the hashtags #neighbourday #createaconnection and tag @neighbourday

Here are some examples of images that have been shared with us on Neighbour Day social media channels: