Neighbour Day 2020 – Social Media Guide

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 each year with the aim of fostering strong personal connections that last the whole year round.

Neighbour Day 2020 Theme

The principal aim of Neighbour Day is to build better relationships with the people who live around us.

For 2020, Neighbour Day’s annual theme is Social Connection.

Australia is in the midst of a loneliness crisis, with many in our population experiencing a deficit of social connection.

Neighbour Day is looking to flip the loneliness discussion to get Australians to focus instead on the importance of belonging – to start people thinking about how they can put their energy into creating positive and meaningful social connections with people outside of their normal groups and relationships.

These social connections might be one-off moments, or regular and lasting interactions that create one to one relationships or become the starting point for an ongoing group.

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 way to share stories about real human connection at the local neighbourhood level. It can inspire all of us to take action and knock on the door of the person down the road whose burden may be lightened, or even life transformed by that small kindness.

This year we are encouraging everyday Australians to share positive messages in keeping with the theme of Social Connection. #CreateConnections

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 in your social media posts.

• Encourage your followers to register their Neighbour Day event at neighbourday.org.

• Use the Neighbour Day selfie sign available on the Neighbour Day website (and e-Kits) at your events.

• Re-tweet and favourite Neighbour Day tweets and share Facebook and Instagram posts with your friends and followers.

• Subscribe to ‘Verandah by Neighbour Day’, our e-Newsletter, for great 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. In early 2020, we will provide more theme specific graphics for use on all our social channels. In the interim, you are welcome click on these 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 29! @neighbourday #neighbourday #CreateConnections #ND2020 www.neighbourday.org
• We feel better when we belong. This Sunday 29 March is @neighbourday #neighbourday #CreateConnections #ND2020 and a chance to reach out to those around you www.neighbourday.org
• Sunday 29 March is a great way to celebrate with your neighbours @neighbourday #neighbourday #CreateConnections #ND2020 www.neighbourday.org
• Hosting a Neighbour Day street party? Share the fun on Instagram! @neighbourday #neighbourday #CreateConnections #ND2020 www.neighbourday.org
• The community you want starts at your front door™ @neighbourday #neighbourday #CreateConnections #ND2020 www.neighbourday.org

Facebook
• Save the Date! On 29 March 2020 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 #neighbourday #CreateConnections #ND2020 www.neighbourday.org
• As we grow older, our social networks often diminish and the risk of feeling lonely increases. Sunday 29 March is a chance for you to reach out to those around you, particularly the older or vulnerable people in your community @neighbourday #neighbourday #CreateConnections #ND2020 www.neighbourday.org
• How we can put our energy into creating positive and meaningful social connections with people outside of our normal groups and relationships? #CreateConnections @neighbourday #neighbourday #ND2020 www.neighbourday.org
• What do you have planned for Neighbour Day on Sunday 29 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 @neighbourday #neighbourday #CreateConnections #ND2020 www.neighbourday.org
**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 #CreateConnections #ND2020
- Tag us @neighbourday

Here are some examples that have been shared with us in recent years:

![Instagram examples](image-url)