



neighbour day
Sunday 27 March 2016

Neighbour Day for Councils & Community Organisations 2016 – Social Media

Neighbour Day is Australia's annual celebration of community, bringing together the people next door, across the street or on the next farm for a beer, a barbie or just a cuppa.

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 Social Media Ideas

The social media tools for Neighbour Day are the [Neighbour Day website](#), [Facebook](#) page, Twitter and Instagram. Neighbour Day collectively has around 20,000 followers on these social channels and numbers are growing daily, so it is a worthwhile investment in terms of community engagement.

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](#) in your social media chatter. Resources include posters, e-cards, invitations, calling cards and Neighbour Day signs for Instagram selfies.
- Encourage people to enter the Neighbour Day 'Tell Us Your Story' competition and talk about their great neighbours. Details are available on the Neighbour Day website.
- 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 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 information and ideas.

Draft Social Media Words – for you to copy, edit and paste!

Twitter

- Twitter messages can be sent regularly in the lead up to your Neighbour Day event.
- Save the date! Communities across Australia are organising their events for Neighbour Day, March 27! @neighbourday #neighbourday www.neighbourday.org
- Be part of the action! Have you organised your event for Neighbour Day, March 27? #neighbourday www.neighbourday.org @neighbourday
- The community you want starts at your front door® #neighbourday www.neighbourday.org @neighbourday
- Every day is Neighbour Day! Register your celebration for a free e-kit #neighbourday www.neighbourday.org @neighbourday
- Easter Sunday is a great day to celebrate with your neighbours #neighbourday www.neighbourday.org @neighbourday
- What day are you celebrating Neighbour Day 2016? #neighbourday 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 @neighbourday
- We're hosting a community picnic for Neighbour Day on March 27. To RSVP go to xxxx #neighbourday www.neighbourday.org @neighbourday
- Hosting a Neighbour Day street party? Remember to post your best shots on Instagram! #neighbourday www.neighbourday.org @neighbourday
- Where relevant re-tweet the Twitter messages of other councils, community organisations or friends that are supporting Neighbour Day.

Facebook

Facebook updates should often include a photograph and be posted regularly in the lead up to your Neighbour Day event. Encourage two way dialogue with your Facebook friends and followers and lead them to your website or other information and communication channels.

- Neighbour Day, Save the Date! On 27 March 2016 Australia's annual celebration of community, will bring together the people next door, across the street or on the next farm for a beer, a barbie, or a cuppa. Be a part of it! The community you want starts at your front door.® #neighbourday
- Held on the last Sunday in March every year, Neighbour Day is the perfect day to say thanks for being a great neighbour and for being there when I needed you most.
- What do you have planned for Neighbour Day on Sunday 27 March? Neighbours are important because good relationships with others can and does change communities. Social connection also makes us feel better as it helps prevent loneliness, isolation and depression.
- Remember to register for Neighbour Day at 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!
- We're keen to hear stories of great neighbours in our region. Enter the Neighbour Day 'Tell Us Your Story' competition at www.neighbourday.org so we can share the love!
- Let us know about your Neighbour Day events. We'd love to see your photos on Facebook on Instagram! #neighbourday www.neighbourday.org.

- Every day is Neighbour Day - which means the local community can get together any day to celebrate. Register your Neighbour Day event to receive a free e-kit: www.neighbourday.org
- 27 March is Easter Sunday AND Neighbour Day! There are so many reasons to get the community together to celebrate and catch up. If you register your event, you'll receive a free Neighbour Day e-kit: 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 27 March, pick a day that suits everyone in your neighbourhood!
- Don't forget to register your event at www.neighbourday.org to receive your free e-kit to help make your celebrations even easier!

Instagram

Instagram is a great way to share the visuals of Neighbour Day events with a wider audience. Encourage your Facebook and Twitter friends to take a photo at a Neighbour Day event and share it, including the hashtag [#neighbourday](https://www.instagram.com/hashtag/neighbourday) and [#neighboursof](https://www.instagram.com/hashtag/neighboursof). There are selfie signs and other great resources to download at the Neighbour Day website.

