



# neighbour day

Sunday 27 March 2016

## Neighbour Day 2016 – Social Media Guide

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.

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

Social media is one of the key success strategies for Neighbour Day year round.

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 growing daily, so it is a worthwhile investment in terms of community engagement.

Neighbour Day provides a great opportunity for people 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 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 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.
- Join in our 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 Verandah by Neighbour Day our new Enews for great neighbourly 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](#)
- Every day is Neighbour Day! Register your celebration for 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](#)
- The community you want starts at your front door® [#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 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.
- Can't celebrate Neighbour Day on 27 March? Every day is NeighbourDay! Get your neighbours together on a day that suits you to celebrate your local community and build friendships that last all year long! Register your celebration for a free e-kit: [www.neighbourday.org](#)
- Neighbour Day is being celebrated on Easter Sunday this year – double the reason to celebrate! What about having an Easter egg hunt for the whole street? Visit [www.neighbourday.org](#) for more information on how to register your event!

- What day are you celebrating Neighbour Day 2016? Don't forget Every day is Neighbour Day: [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 tips 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](http://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](https://www.instagram.com/neighbourday) [www.neighbourday.org](http://www.neighbourday.org) .

## 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/neighbourday). There are selfie signs and other great resources to download at the Neighbour Day website.

