Neighbour Day 2021 Social media for councils & community organisations

Neighbour Day encourages people across all communities to build and strengthen their social connections.

Whilst Neighbour Day is officially celebrated on the last Sunday in March each year, the purpose of the campaign is to raise national awareness of the importance of social connection and neighbourly actions throughout the year. We encourage people to make meaningful connections that last beyond the day itself. Because every day is neighbour day.

Neighbour Day 2021 Theme

Across the country, Australians are facing unprecedented times. We are in the middle of a worldwide pandemic [01Oct20] and the strength we draw from each other, from our relationships and our wider communities, has never been more important. Changing conditions, and new directives from government, have necessitated a shift in the way we interact and are likely to stay with us into the future, as we all adjust to a 'new normal'.

The official theme for Neighbour Day 2021 is **'Every day is neighbour day'** – building on the growing movement of people taking neighbourly actions every day of the year.

The principal aim of Neighbour Day is to increase positive and sustainable social connections between people and communities throughout Australia. In doing so, Relationships Australia as the home of Neighbour Day aims to support healthy relationships, and assist in tackling the loneliness epidemic in this nation.

Connected people connect communities.

Who is a neighbour?

The word 'neighbour' has undergone a revival during last summer's bushfires and the onset of the COVID-19 pandemic.

Today, the term 'neighbour' is well understood as someone who supports others in times of need. Someone who picks up shopping or other essentials for others. Someone who checks in regularly to make sure people are ok. Someone who volunteers to help those needing support. A neighbour can be someone in your street, or the wider community, your workplace, or online. Maybe in Australia, perhaps overseas.

Neighbours connect and provide support to those living next door and to those further away. We have the capacity to build communities beyond our physical locations. Neighbours can be anyone

Why be neighbourly on social media?

Social media is an important way to share good news stories about real human connection at the local neighbourhood level and further afield. It can inspire all of us to take some neighbourly action, whether in person, online or other creative means. The online platforms for Neighbour Day include the [Neighbour Day website](#), [Facebook page](#), [Twitter](#) and [Instagram](#).

In 2021, we are encouraging Australians to share positive messages in keeping with the theme of 'Every day is neighbour day.' We don't know [at the time of writing] what 2021 will look like, but what we do know, is that social connection and staying connected is and will be, more important than ever.

Neighbour Day social media ideas

The social media platforms for Neighbour Day are the [Neighbour Day website](#), [Facebook page](#), [Twitter](#) and [Instagram](#).

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

- Use social media platforms (including the Neighbour Day website) to complement each other.
- Announce all events, promotions or neighbourly actions which 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 media releases, community service announcements, Mayor's, CEO, EO, or President's columns, or E-newsletters you produce.
- Talk about the Neighbour Day 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 social media selfies.
- Encourage your community members to enter the Neighbour Day social media competitions. New competitions are launched during the lead up to Neighbour Day.
- Use the selfie signs available on the Neighbour Day website (2021 campaign sign and event markers) at your events.
- Re-tweet and favourite Neighbour Day tweets and share Facebook posts with your friends and followers.
- Like and Follow Neighbour Day on Facebook and Instagram.
- Subscribe to 'Verandah by neighbour day' e-news for great neighbourly information, ideas and #CreativeConnections Tips.

Social Media Graphics

Images are a great way to capture attention in a busy newsfeed. In early 2021, 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.

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

Twitter

- The community you want starts at your front door™ Connected people connect communities @neighbourday #EveryDayIsNeighbourDay #neighbourday2021 #CreativeConnections Find out how www.neighbourday.org

- Want to be part of Neighbour Day? Contact your local Council to see what's happening in your 'hood. Connected people connect communities @neighbourday #EveryDayIsNeighbourDay #neighbourday2021 #CreativeConnections www.neighbourday.org

- We feel better when we belong. Sunday 28 March is @neighbourday and a chance to reach out to those around you #EveryDayIsNeighbourDay #neighbourday2021 #CreativeConnections Find out how www.neighbourday.org

- Connected people connect communities @neighbourday #EveryDayIsNeighbourDay #neighbourday2021 #CreativeConnections Find out how www.neighbourday.org

- Save the date! Communities across Australia are organising their events for Neighbour Day, Sunday March 28! @neighbourday #EveryDayIsNeighbourDay #neighbourday2021 #CreativeConnections www.neighbourday.org

- Sunday 28 March is a great way to celebrate with your neighbours whether in person or online! @neighbourday #EveryDayIsNeighbourDay #neighbourday2021 #CreativeConnections #neighbourday www.neighbourday.org

- Hosting a Neighbour Day street party? Share the fun on Instagram! @neighbourday #EveryDayIsNeighbourDay #neighbourday2021 #CreativeConnections www.neighbourday.org

Facebook

- Save the Date! On 28 March 2021 Australia's annual celebration of community, Neighbour Day, will bring together the people next door, across the street or on the next farm – or maybe online! Be a part of it! The community you want starts at your front door™ #EveryDayIsNeighbourDay #neighbourday2021 #CreativeConnections Find out how at www.neighbourday.org

- How can we put our energy into creating positive and meaningful social connections with people outside of our normal groups and relationships? Connected people connected communities #EveryDayIsNeighbourDay #neighbourday2021 #CreativeConnections Find out how at www.neighbourday.org

- As we grow older, our social networks often diminish and the risk of feeling lonely increases. Sunday 28 March is a chance for you to reach out to those around you and online. #EveryDayIsNeighbourDay #neighbourday2021 #CreativeConnections Find out how at www.neighbourday.org

- Neighbours connect and provide support to those living next door and to those further away. We have the capacity to build communities beyond our physical locations. Neighbours can be anyone #EveryDayIsNeighbourDay #neighbourday2021 #CreativeConnections Find out how at www.neighbourday.org

- What do you have planned for Neighbour Day on Sunday 28 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 #EveryDayIsNeighbourDay #neighbourday2021 #CreativeConnections Check out the website for ideas and free resources www.neighbourday.org

- Remember to register your event or neighbourly action. 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. Connected people connect communities. #EveryDayIsNeighbourDay #neighbourday2021 #CreativeConnections For information and to register visit www.neighbourday.org

- Share your #CreativeConnections Tip for being neighbourly with us – We want to hear more about great neighbours! #EveryDayIsNeighbourDay #neighbourday2021 #CreativeConnections Free resources here www.neighbourday.org

- #EveryDayIsNeighbourDay which means you can reach out to your neighbours (in person or online) any day to celebrate. Register your Neighbour Day event or neighbourly action to receive a free e-kit: www.neighbourday.org #neighbourday2021 #CreativeConnections

- #EveryDayIsNeighbourDay and an opportunity to get to know those who live around you or in the wider community – including online. If you can't celebrate on Sunday 28 March, pick a day that suits you and your neighbours best! Connected people connect communities #neighbourday2021 #CreativeConnections Free resources here www.neighbourday.org

- Don't forget to register your event or neighbourly action to receive your free e-kit to help make social connection even easier! @neighbourday #EveryDayIsNeighbourDay #neighbourday2021 #CreativeConnections Register here www.neighbourday.org

Instagram

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

Download the Neighbour Day 2021 selfie sign (below) and take a photo holding the sign.

INSERT SIGN Every day is neighbour day.

Connected people connect communities

Why not ask your friends and neighbours to join in? [at a distance if required!]

Share your pic on Instagram with the hashtags #EveryDayIsNeighbourDay #neighbourday2021 #CreativeConnections AND tag Neighbour Day.

Neighbour Day Ambassadors with the Neighbour Day strapline selfie sign.

The community you want starts at your front door! ™