



# neighbour day

Sunday 28 March 2021

## Neighbour Day 2021 – Social Media Guide

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](https://www.neighbourday.org), [Facebook page](https://www.facebook.com/NeighbourDay), [Twitter](https://twitter.com/NeighbourDay) and [Instagram](https://www.instagram.com/NeighbourDay).

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.

## 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, promotions, or neighbourly actions you are co-ordinating, attending or linked to, through all the social media channels available.
- Use social media to support your communications i.e. 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 and friends 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 Like and share Facebook and Instagram posts with your friends and followers.
- [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.



**neighbour day** Every Day is Neighbour Day

**Leave a friendly connection card for your neighbour**  
[updated physical distancing version]

**G'day neighbour,**

I do not have Covid-19.  
 I have washed my hands.  
 I may not have met.  
 I have known you for many years.  
 I would like to welcome you to the neighbourhood.  
And would like to:  say thanks for being a good neighbour.  
 just say hi  
 introduce myself/family  
 let you know I am here if you need anything

From your neighbour:  down the road  
 on the left/right  
 across the road

Address: \_\_\_\_\_  
Who lives at our house: \_\_\_\_\_  
Phone number: \_\_\_\_\_

www.neighbourday.org The community you want starts at your front door™

**#createconnections #creativeconnections tip**

*Relationships Australia.* The home of Neighbour Day



## 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 #EveryDaysIsNeighbourDay #neighbourday2021 #CreativeConnections Find out how [www.neighbourday.org](http://www.neighbourday.org)
- We feel better when we belong. Sunday 28 March is @neighbourday and a chance to reach out to those around you #EveryDaysIsNeighbourDay #neighbourday2021 #CreativeConnections Find out how [www.neighbourday.org](http://www.neighbourday.org)
- Connected people connect communities @neighbourday #EveryDaysIsNeighbourDay #neighbourday2021 #CreativeConnections Find out how [www.neighbourday.org](http://www.neighbourday.org)

- Save the date! Communities across Australia are organising their events for Neighbour Day, Sunday March 28! @neighbourday #EveryDayIsNeighbourDay #neighbourday2021 #CreativeConnections Free resources [www.neighbourday.org](http://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 Free resources [www.neighbourday.org](http://www.neighbourday.org)
- Hosting a Neighbour Day street party? Share the fun on Instagram! @neighbourday #EveryDayIsNeighbourDay #neighbourday2021 #CreativeConnections [www.neighbourday.org](http://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 online! Be a part of it! The community you want starts at your front door™ @neighbourday #EveryDayIsNeighbourDay #neighbourday2021 #CreativeConnections Find out how [www.neighbourday.org](http://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? Connected people connect communities @neighbourday #EveryDayIsNeighbourDay #neighbourday2021 #CreativeConnections Find out how [www.neighbourday.org](http://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 [www.neighbourday.org](http://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 [www.neighbourday.org](http://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 @neighbourday #EveryDayIsNeighbourDay #neighbourday2021 #CreativeConnections Free resources here [www.neighbourday.org](http://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](#) and take a photo holding the sign.

Connected people connect communities

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

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