

# Neighbour Day 2022

## Key Messages



**Thank you for joining us to help celebrate Neighbour Day 2022!**

The theme this year is [Neighbour Day: Connecting Communities for 20 years](#).

Together we can address loneliness across Australia and build the communities you want to live in, one relationship at a time. 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.

To help you support the Neighbour Day 2022 campaign, below is a toolkit with a number of resources that will make it easy for you to get involved and raise awareness including:

- Key messaging for email and website copy
- Media release key copy
- Example social media ideas and posts
- Links to assets

### **Key messaging for email and website copy:**

Help make the 20 year Anniversary of Neighbour Day a year to remember Sunday 27 March 2022

### **Theme: [Neighbour Day: Connecting Communities for 20 years](#).**

Research shows that communities where people know each other have better mental health, are safer, and are more resilient. Connecting with people outside of your family and friends is important for tackling Australia's loneliness crisis.

Loneliness can affect anyone, at any time throughout their lives, and addressing loneliness across Australia is everybody's business. Let's work together to shift the tide and help create the Australia we all want to live in, brimming with respectful relationships and connected communities.

Neighbour Day (Sunday 27 March 2022) provides the perfect opportunity for people to increase social connection in their local areas. You can celebrate in a variety of ways including hosting or supporting events, or by taking simple neighbourly actions that assist and engage your communities. The [Neighbour Day website](#) has lots of information and free resources to help you do that.

Together with Relationships Australia and Neighbour Day, every Australian can play an important role in building sustainable social connections and respectful relationships in our communities.

**Every body. Every where. Every Day. Neighbour Day.**



**Media Release key copy:**

- Neighbour Day is [Relationships Australia's](#) social connection campaign that encourages people to reach out and make sustainable connections with those around them (including online).
- This [Neighbour Day](#) 27 March 2022, [Relationships Australia](#) is reaching out to everyone across the nation to promote sustainable, respectful relationships and social connections.
- Loneliness and social isolation continue to affect the health and wellbeing of Australians, and we need your help to shift the tide.
- Neighbour Day connects people and communities across Australia - one relationship at a time.
- Research shows that communities where people know each other have better mental health, are safer, and are more resilient. Connecting with people outside of your family and friends is important for tackling Australia's loneliness crisis.
- [Neighbour Day research](#) has found that identifying strongly with multiple groups (such as neighbours, volunteering groups, sports etc.) was protective against loneliness and mental ill-health, and that connecting with your community improves your perception of your relationships with your family and friends (Cruwys et al. 2020).
- The [Neighbour Day website](#) has information and free resources to assist with your engagement with this important opportunity. You can celebrate in a variety of ways including hosting or supporting events or taking neighbourly actions that assist and engage your communities. Celebrate on the official Sunday, or another day around then, that suits you and your neighbours!
- [Register your event, activity or neighbourly action online](#). Public events will be promoted on the website in the lead up to the day.
- Together with Relationships Australia and Neighbour Day, every Australian can play an important role in building sustainable social connections and respectful relationships in our communities. For more information check out our [Neighbour Day 2022 Information Deck](#).

## Support Neighbour Day on social media

The online platforms for Neighbour Day include the [Neighbour Day website](#), [Verandah by neighbourday](#) e-news, and [Facebook](#), [Instagram](#), and [Twitter](#).

- Use the social media platforms (including the Neighbour Day website) to complement each other in your posts.
- 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](#)
- 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.

## Example social media posts

These brief posts (280 characters or less) can be used on any social media platform and include the Neighbour Day tag and all campaign hashtags.

1. Help celebrate the 20year anniversary of Neighbour Day Connecting Communities. Build the communities you want to live in. Because every day is Neighbour Day. [www.neighbourday.org](#) #RelationshipsAustralia #ND20YRS #NeighbourDay2022 @neighbourday
2. Sunday 27 March is a great way to celebrate and connect with your neighbours - whether in person or online! Get involved [www.neighbourday.org](#) #RelationshipsAustralia #ND20YRS #NeighbourDay2022 @neighbourday
3. Every body. Every where. Every day. Neighbour Day. Together we can address loneliness across Australia & build the communities you want to live in, one relationship at a time. Visit [www.neighbourday.org](#) #RelationshipsAustralia #ND20YRS #NeighbourDay2022 @neighbourday
4. Save the Date! 27March is Australia's annual celebration of community. @neighbourday brings together the people next door, across the street, on the next farm, or online! Find out more [www.neighbourday.org](#) #RelationshipsAustralia #ND20YRS #NeighbourDay2022



5. Strong inclusive & compassionate communities provide support in both the good & challenging times. What will you do this Neighbour Day Sunday 27 March to connect with your neighbours? [www.neighbourday.org](http://www.neighbourday.org) #RelationshipsAustralia #ND20YRS #NeighbourDay2022 @neighbourday
6. Neighbours connect & provide support to those living next door & further afield. We have the capacity to build communities beyond our physical locations. Neighbours can be anyone. Visit [www.neighbourday.org](http://www.neighbourday.org) #RelationshipsAustralia #ND20YRS #NeighbourDay2022 @neighbourday

**To download assets and other resources please visit:**  
[individuals](#), [workplaces](#), [community organisations](#), and [councils](#).

### Key Contacts

#### Neighbour Day general support, including Very Neighbourly Organisation enquiries

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