



Social Media Guide

The campaign is organised by Belong - The Cohesion and Integration Network and funded by Spirit of 2021. They are encouraging everyone to share examples of radical kindness; shining a light on activities and programmes that bridge differences between groups and forge stronger, more compassionate, social connections.

At a time when many people have felt isolated and apprehensive about the future, these examples remind us of just how amazing people can be in a crisis. The campaign highlights examples of kindness that reach across difference and encourages everyone to carry out their own acts of radical kindness.

These hints and tips are to make it easier for you to connect and engage with the campaign. We know many organisations have a strong presence on social media and you know your audience best! So please use these where appropriate and feel free to be creative with how you take part.



Twitter Post

The basics

- You have been sent a number of graphics that we would encourage you to use across your various posts.
 - Facebook post graphic x 2
 - Instagram post graphic x 2
 - Instagram story graphic x 2
 - Twitter post graphic x 2

- General graphic.
- Please use #RadicalKindness across all platforms
- Where appropriate please add Belong - The Cohesion and Integration Network to any posts
 - @belongnetwork (Twitter)
 - @the-belong-network (LinkedIn)
- Where possible include a link to www.belongnetwork.co.uk



Instagram Story

Suggestions for posts

- A general update that you are supporting Radical Kindness Week with one of the graphics provided
- A thank you to volunteers with photos (with permission)
- Retweet or share the updates from Belong - The Cohesion and Integration Network
- Short video (no more than 90 secs) of your chief executive (or similar) explaining why radical kindness is so important.



Facebook Story

Please share

Throughout the week we will be posting a lot of content on our channels including video case studies, quotes, links to podcasts and more. Please share these with your network where appropriate.

We will also be posting details in the run up to the week about our webinar looking at the conditions required for radical kindness to flourish, and a workshop to look at the core conditions necessary for radical kindness to thrive. Please also share these free events.

Tag us in your posts so we can ensure we share what you are doing.

General Social Media Hints & Tips



	LinkedIn	Twitter	YouTube	Facebook	Instagram
What to share	The business benefits of radical kindness, why investment in bridging across difference is good for individuals, communities	Short and snappy updates, quick quotes, key facts	Short video clips	All types of content, events and ads	Visual content, including short videos (less than one minute)
Post frequency	Two to four times a week	Three to five times a day	Once a week	One/two a day	One / two a day
Best time to post	8am to 5pm	9am to 3pm.	2 to 4pm on a Thursday and Friday. 9am to 11am on the weekend	8am to 5pm.	11am to 1pm or late evenings (7 to 9pm)
Times to avoid	Late evenings and weekends	Early mornings, late evenings and weekends	Late evenings	Late evenings and weekends	Early mornings

Thank you for being part of Radical Kindness Week 2021