

SOCIAL MEDIA TEMPLATES FOR 2-1-1 DAY

INTRODUCTION:

Below are sample posts and image suggestions for promoting 2-1-1 on National 2-1-1 Day, February 11. These messages have been adapted, in part from United Way Worldwide and AIRS.

For 2-1-1 Day and any other 2-1-1 social media, please be sure to use the **#Dial211** and **#Team211** hashtag in all your posts. Please also, when possible, tag **@PA211East** in your messaging on Facebook, Twitter and Instagram.

An online toolbox with logos and other imagery can be found at <http://www.pa211east.org/About-Us/Toolbox>.

TEMPLATE MESSAGES TO ADAPT:

1. Awareness

- Did you know that most people who **#dial211** right now and reach **@PA211East** are looking for housing assistance? **#211Day #Team211**
 - Graphic (optional): 2018 Housing Statistic for your county (<http://pa211east.org/About-Us/Toolbox>)
- When you don't know where to turn, call **@PA211East**. Simply **#dial211! #211Day #Team211**
 - Graphic (optional): Navigating Map (<http://pa211east.org/Portals/1/Images/211-Day/map-small.png>)
- Employment, Substance Use Treatment, Health Services, Food Pantries, and more are available by calling **@PA211East**. Just **#dial211 24/7. #211Day #Team211**
 - Graphic (optional): Needs Graphic (<http://pa211east.org/Portals/1/Images/211-Day/cell%20phone%20with%20needs%20icons.png>)
- Many people don't know they can **#dial211** or **#text211** for free, caring, confidential assistance w/finding services. **@PA211East #211Day #Team211**
 - Graphic (optional): Cellphone Graphic (<http://pa211east.org/Portals/1/Images/211-Day/woman%20holding%20cell%20phone.png>)
- Asking for help and receiving referrals is at your fingertips. Text your zip code to 898211 to connect with a **@PA211East** resource specialist. **#211Day #Team211**
 - Graphic (optional): Texting Graphic (<http://pa211east.org/Portals/1/Images/211-Day/211-text.gif>)

2. Post a quote

- **@PA211East** is always available! In times of personal need or natural disasters, this is one of the many reasons why we support **#dial211. #211Day #Team211**
 - Graphic (optional): Client Quote Graphic for your county (<http://pa211east.org/About-Us/Toolbox>)

3. Statistics

- In 2018, **@PA211East** responded to XXXX requests for help from XXXXX County residents. Visit **PA211East.org** for info or just **#dial211. #211Day #Team211**
 - Graphic (optional): 2018 Year in Review (<http://pa211east.org/Portals/1/Images/211-Day/2018-year-in-review.png>)