**“Belonging Begins With Us” Suggested Social Copy**

*You can use the sample copy below to post on organizational and leadership social channels, together with the graphics available here in the toolkit or with your own photos and graphics.   
  
We encourage you to use the hashtag* ***#BelongingBeginsWithUs*** *anytime your organization shares relevant content that highlights belonging and community connections.*

**PSA LINKS TO SHARE**

* Facebook: <https://www.facebook.com/lakestreetdive/posts/10159037047064742>
* Twitter: <https://twitter.com/lakestreetdive/status/1334499314761048067>
* LinkedIn: <https://www.linkedin.com/posts/the-advertising-council_for-some-feeling-left-out-lasts-more-than-activity-6740267659365036032-DA9h>
* YouTube: <https://youtu.be/-RZwL_ABbKw>

**START CONVERSATIONS AROUND BELONGING IN YOUR COMMUNITY***You may want to pair this copy with the “conversation prompt” graphics you can download* [*here*](http://belongingbeginswithus.adcouncilkit.org/wp-content/uploads/sites/92/2020/11/Belonging-Begins-With-Us_Suggested-Social-Copy.docx)*.*

* Each of us has the power to make our neighborhoods, workplaces and schools more welcoming – for everyone. How do you help others feel that they belong here in **[COMMUNITY]**? #BelongingBeginsWithUs
* Our community is stronger when we make connections across our differences – and we can all play a role in helping others feel that they belong. #BelongingBeginsWithUs
* Looking for ways to make others feel welcome in our community? Visit [BelongingBeginsWithUs.org](http://www.belongingbeginswithus.org) to find ideas for how you can make new connections. #BelongingBeginsWithUs
* Here in **[COMMUNITY]**, we understand that #BelongingBeginsWithUs. Join us to make connections with your neighbors at **[INSERT IN-PERSON OR VIRTUAL EVENT DESCRIPTION]**. RSVP here: **[INSERT YOUR OWN LINK]**.
* When we welcome everyone who calls America home, we bring out the best in our community, our nation and ourselves. Visit [BelongingBeginsWithUs.org](file:///\\nystorage\share$\Campaigns_cloud\Immigration\Toolkit\Social%20Content\BelongingBeginsWithUs.org) to learn more about how you can help others feel a sense of belonging here in **[COMMUNITY].**

**SHARE STORIES OF BELONGING***You can link to stories from the website at* [*www.BelongingBeginsWithUs.org*](http://www.BelongingBeginsWithUs.org)*. Some examples are highlighted below, but feel free to choose your own favorites, or post a story of belonging from your own community.*

* “A calling to help those in need will always unite us.” Our values can bring us together across our differences, like this story of Juan bonding with his fellow firefighters. #BelongingBeginsWithUs  
  <https://belongingbeginswithus.org/Juan-Maryland-Helmet>
* “As friends learn about me through food, I get to learn more about them.” What’s the best recipe you’ve shared with a friend from another culture or background? #BelongingBeginsWithUs   
  <https://belongingbeginswithus.org/Philippa-Arkansas-Cookbook>
* Shared interests are a great way to get to know a wider range of people. What hobbies have helped you connect with someone new? #BelongingBeginsWithUs  
  <https://belongingbeginswithus.org/Pamela-Massachusetts-PictureViewer>   
  *OR* <https://belongingbeginswithus.org/Chantale-WashingtonDC-Camera>

**SAMPLE EDITORIAL CALENDAR***Ideas for how you can link the idea of “belonging” to relevant cultural moments to keep a steady “drumbeat” of belonging going!*

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| --- | --- | --- |
| **Timing** | **Suggested Asset (or you can use your own content)** | **Sample copy** |
| December | <https://belongingbeginswithus.org/Jean-Pennsylvania-CoatBoots> | It’s a season of generosity and goodwill. Jean’s story is a reminder of how we can all show our neighbors care and welcome – any time of the year. #BelongingBeginsWithUs |
| December | <https://belongingbeginswithus.org/join-in> | Need an idea for a #NewYearsResolution? Check out these ideas for how you can help others feel welcome in your community. #BelongingBeginsWithUs |
| New Year’s week | [campaign graphic] | How will you help everyone feel welcome in your community in 2021? #NewYearsResolution #BelongingBeginsWithUs |
| January/ February (e.g. weekly posts) | [Conversation prompt graphic] | *See “start conversations” copy above* |
| International Women’s Day (March 8) | <https://belongingbeginswithus.org/Renee-NewJersey-Ring> | “My ‘circle of sheroes’ told me I could do anything and could go anywhere.” This #InternationalWomensDay, we celebrate all the women who help others feel supported and welcome. #BelongingBeginsWithUs. |
| Easter (April 4) | <https://belongingbeginswithus.org/Vanessa-Texas-Bracelet> | “My bracelet reminds me that welcoming others is a cornerstone of my faith,” says Vanessa W. of Texas. This Easter season, how can you help others feel like they belong in your church, community and country? #BelongingBeginsWithUs |
| Teachers Appreciation Day (May 4) | <https://belongingbeginswithus.org/Olivia-NorthDakota-Apple> | This #TeachersAppreciationDay, we’re sharing Olivia’s story of how a fellow teacher helped her feel welcome at her new school. #BelongingBeginsWithUs in our own workplaces, schools and neighborhoods. |
| Mother’s Day (May 9) | <https://belongingbeginswithus.org/Maria-WashingtonDC-Stroller> | Wherever we’re from, we all want our kids to be safe and happy. This #MothersDay, explore the story of how neighborhood moms supported Maria when she was expecting her first child, far from her family in Venezuela. #BelongingBeginsWithUs |