

Research-based social media posts for NHs: Facebook

*Organized by THEME/KEY MESSAGE, not by the order in which they should be posted

**Use Jenna Wray's Promotion Plan/Calendar from April 24 to May 13 (two weeks leading up to and during Neighbourhood House Week)

Promoting the launch of the site:

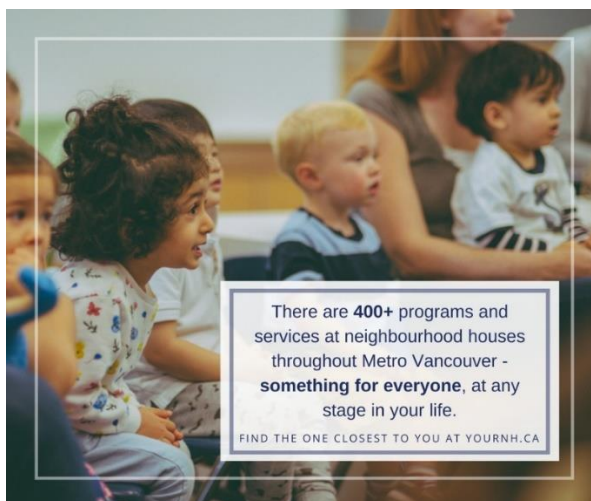
1. Have you ever wondered how your neighbourhood house makes your community a better place to live, work and play? Visit our new website, YourNH.ca. <Image: NHiMV – growing good neighbours>



2. We've always known neighbourhood houses make communities stronger – and now we have the research to prove it! Watch our video clip at YourNH.ca/our-findings <Image: video still shot>
3. Engage. Connect. Belong. A neighbourhood house is a welcoming, inclusive place where everyone of any age, nationality and ability can attend, lead and learn. Find out more at YourNH.ca. <Image: infographic>

NHs are welcoming, inclusive places:

4. Your neighbourhood house has something for everyone, at every stage in their life – regardless of background. Find out more at YourNH.ca. <Image: NHiMV – something for everyone>



5. We love that you found a reason to come to <name of NH>. Did you know neighbourhood houses throughout Metro Vancouver have 400+ programs and services for every age and stage of life? Tell your family and friends about us! They can visit YourNH.ca to find the one closest to them. <Image: photo from the local NH or above image>
6. All of our programs and services have low to no cost, and our staff reflect the diversity of our participants – we want everyone to feel welcome. <Image: NHiMV – languages>



NHs combat social isolation:

7. Many participants told our researchers that their neighbourhood house became a second home to them. We can be your home away from home, too. Visit YourNH.ca to find the one closest to you. <Image: NHiMV – the welcome>



8. Get to know your neighbours. Get to know us! Visit YourNH.ca to find the neighbourhood house nearest you. <Image: NHiMV - friendship>

60% of participants made at least one close friend through their involvement at their neighbourhood house.

—❤—

WHO WILL YOU MEET?

Visit yourNH.ca



9. Do you know someone who is new to your community? 35% of young adults and 31% of seniors told us making new friends in Vancouver is difficult. Tell them about their local neighbourhood house! <Image: NHiMV – friendship>

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—❤—

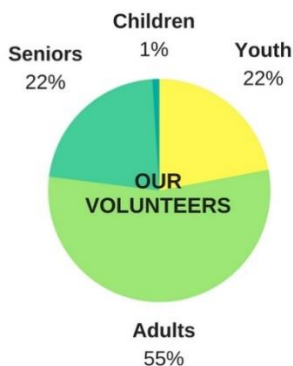
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NHs encourage civic/community engagement:

10. Do you want to give back to your community? In 2013, more than 3,600 people – ranging in age from children to seniors – registered as volunteers at neighbourhood houses throughout Metro Vancouver. Here’s how you can, too: anhbc.org/volunteer.php <Image: NHiMV - volunteer>



“
Volunteering gives my 10-year-old a sense of 'I can do things and I can help.'
 - Collingwood NH coordinator

11. Do you have an idea for how to make your neighbourhood a better place for the people who live there? Maybe we can help turn your idea into reality. Send us a message! <Image: NHiMV – sparks>



NHs build personal capacity:

12. We can help you discover your passions and develop the skills you need to get ahead. For instance, did you know we offer employment services? Visit www.mpnh.org/employ.
<adapt link to your own NH programs/website> <Image: photo relevant to the program you linked to>
13. We often organize activities, festivals and events with the goal of bridging cultural differences. And we discovered that 76% of nearly 700 neighbourhood house users surveyed saw an increase in their ability to work with people from different backgrounds. What else do people gain by getting involved with their neighbourhood house? Visit YourNH.ca to find out! <Image: local NH cultural activity>

Other:

14. We want to hear how <name of NH> has made a difference in your life. Share your story with us by commenting here or send us a message. <Image: NHiMV – share your story>



15. Are you passionate about building healthy and engaged communities? We're hiring! Visit <link to job post.> <Image: NHiMV FB – careers>

60% of our staff are former or active neighbourhood house members, because we know you get what we're about.

FOR CURRENT CAREER OPPORTUNITIES, VISIT ANHBC.ORG/EMPLOYMENT.PHP



Twitter (max 140 characters):

- Ever wondered how your neighbourhood house makes your community a better place to live, work and play? Visit www.yourNH.ca #yournh
<Image: NHiMV - growing good neighbours>

“You cannot do community development via email. Getting together is the key to growing good neighbours.”

- A BURNABY NH VOLUNTEER
YOURNH.CA



- We’ve always known neighbourhood houses make communities stronger – and now we have the research to prove it! Visit www.yourNH.ca
<photo from your NH>
- Watch our video clip to see how neighbourhood houses have made a difference in people’s lives: https://youtu.be/hjGQf8NG_wA #yourNH
<screen shot from video>
- Your neighbourhood house has something for everyone, at every stage in their life. Visit www.yourNH.ca to learn about our programs
<Image: NHiMV – something for everyone>



- We've been told neighbourhood houses often became second homes to our participants. We can be your home away from home, too. #yourNH
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- Get to know your neighbours. Get to know us! Visit www.YourNH.ca to find the neighbourhood house nearest you. #yourNH
<Image: NHiMV – friendship>

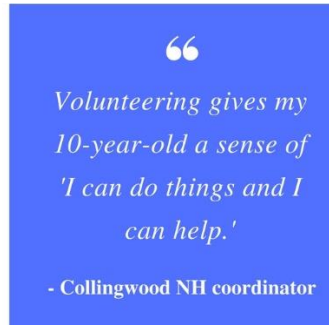
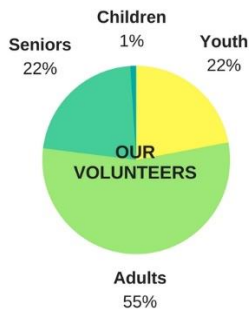
60% of participants made at least one close friend through their involvement at their neighbourhood house.

♥

WHO WILL YOU MEET?

Visit yourNH.ca

- Do you want to give back to your community? Neighbourhood houses accept volunteers of every age! Visit www.yourNH.ca #yourNH
<Image: NHiMV – volunteer>



- Do you have an idea for how to make your community a better place to live? Let's turn your idea into reality. Visit www.yourNH.ca
<Image: NHiMV – sparks>



- We can help you discover your passions and develop the skills you need to get ahead. Check out [shortened URL](#) for our employment services.
<post with relevant photo>
- We want to hear how <name of NH> has made a difference in your life. Share your story with us! #yourNH
<Image: NHiMV – share your story>



- Are you passionate about building healthy and engaged communities? We're hiring! Visit <[shortened URL to job post](#)>

<Image: NHiMV – careers>



Need tips on managing your social media platforms? Check out the [10 Laws of Social Media Marketing](#). A few of the author's suggestions:

- Whichever social media vehicle you choose (Facebook? Twitter? Instagram?) commit to the long haul – building your reach and engagement takes time and consistent, regular posting
- Focus on/share posts around your area of expertise
- Follow “influencers” in your field – like their page/account, share their (relevant) content, and hopefully they will start doing the same (e.g. follow other neighbourhood houses or other non-profits that have similar values or offer programs/expertise that complement yours)
- Reciprocate – if you see organizations/people sharing your content, see if they offer quality content relevant to your audience that you can share or comment on in return
- Be accessible – return private message inquiries as soon as you can (think of PMs as another way of providing customer service/managing relationships). Don't ignore comments/PMs.

Based on a quick perusal, the Gordon Neighbourhood House Facebook page is an excellent example of a NH that is posting regular, engaging content with attention-grabbing images to promote its events and programs.