



Helplines Awareness Day

Supporter pack

Introduction

Thank you for supporting Helplines Awareness Day! We have put together this pack to help you get involved in the next awareness day, coming up on Friday 23 February. As well as an overview of the campaign, we've included lots of ideas for taking part, branded images for you to use across your comms channels, and some template text and social media posts for you to use and adapt.

We look forward to celebrating with you on 23 February and showing the world the amazing and vital work that helplines do.

The Helplines Partnership team.

If you have any questions or want to discuss your ideas, please get in touch with us, on media@helplines.org.

Contents

- [Campaign overview](#)
- [Suggested timeline](#)
- [Ideas for getting involved](#)
- [Campaign resources](#)
 - [Helplines Awareness Day 2024 descriptor](#)
 - [Social media posts - less than 280 characters](#)
 - [Social media posts - more than 280 characters](#)
 - [Web/newsletter copy](#)
 - [Campaign images](#)

Campaign overview

Helplines Partnership created Helplines Awareness Day in 2023 to promote the work of these life-affirming yet often overlooked services. The aim of the 2024 campaign is to really demonstrate the need for helplines and the impact they have on people's lives. We are doing this by asking people who have received support from a helpline, as well as those who work and volunteer for one, to **share their helpline story**. To make it easy for people to get involved, we want to encourage people to share their stories in whichever way suits them best. This could be:

- Making a short film about the time they received support from a helpline.
- Writing about the impact a helpline had on their life, or what it's like to volunteer or work for one.
- Taking a photo that sums up how they feel about a specific helpline.
- Creating a piece of art or a poem that conveys their helpline story.

At Helplines Partnership, we are creating some key pieces of content to go out on the day, including a video from someone who has used a helpline in the past and/or a helplines team member, as well as a set of graphics with quotes and anecdotes that show the vital role that helplines play. We will be sharing these across our comms channels both in the run up to the day and on the day itself. **It would be brilliant if you could get involved in any way you can to help amplify the message. See ideas for taking part, below.**

Ideas for getting involved

1. Prepare content for the day that shows why you are supporting the campaign.

Think about your **reasons for supporting the campaign** and how you can share them on social media. Does the work that helplines do align with your own organisation's ethos? For example, if your organisation is committed to staff wellbeing, you could use the day to talk about why it's an important part of your policy. Your CEO could do a short video or provide a quote.

Talk to your team about how they can get involved. Maybe someone has volunteered or worked for a helpline in the past and wants to share their experience. Or the whole team might want to use the day to fundraise for a helpline that's close to their hearts. Or you could simply ask people to share why they believe helplines are important.

Once you have gathered your quotes and stories, create some text and images to share on your social media channels on the day.

2. Publicise Helplines Awareness Day on your comms channels

Add a page to your website (see [Helplines Partnership](#) for an example), or create a news piece or blog and share it in your next newsletter. Put out some posts on social media ahead of the day to **let your communities know that it's coming up** and what they can do to take part.

3. Get involved on the day

As well as sharing your own social media posts, **share and interact with the posts** from Helplines Partnership. Keep an eye on the #HelplinesAwarenessDay2024 hashtag too and interact with people who are sharing their stories. There will be a lot of content going out, so you might want to prepare some of your comments ahead of time.

Suggested timeline

When	What
As soon as possible	Start planning, gathering and creating content to share on the day. Share a 'save the date' post on each of your social media channels.
Two weeks before	Publish information on your website and share in your newsletter. Share a 'coming soon' post on each of your social media channels.
One week before	Finalise your plan for the day and have all content signed off and ready to go. Share a 'one week to go' post on each of your social media channels.
On the day	Share content in line with your plan. Interact with your social media communities, content from Helplines Partnership, and those using the #HelplinesAwarenessDay2024 hashtag.
The day after	Share a post on each of your social media channels saying how good it was to get involved.

Campaign resources

Helplines Awareness Day 2024 descriptor

Like secret superheroes, helplines are supporting people day and night to help them through the most difficult of times. Their work may often go unseen, but the impact they have is clear to all who come into contact with them. Raise awareness of these critical services this Helplines Awareness Day by sharing your helplines story. Whether you have used one in the past, or you work or volunteer for one, let's show the world how much helplines mean to us.

Social media posts - less than 280 characters

#HelplinesAwarenessDay2024 is coming up on 23 February and we're proud to support this important day! Want to get involved? Check out @HelplinesUK for more information. <https://www.helplines.org/about/helplines-awareness-day/>

Like secret superheroes, helplines are supporting people day and night to help them through the most difficult of times. But the work that helplines do often goes unseen. That's why we're supporting #HelplinesAwarenessDay2024 on 23 February! Will you join us?

We're proud to support #HelplinesAwarenessDay2024, coming up on 23 February! Will you get involved on the day by sharing your helpline story? Whether you have used a helpline in the past, or you work or volunteer for one, let's show the world how much helplines mean to us.

Happy #HelplinesAwarenessDay2024! We're proud to support this important day, which is an opportunity to raise awareness of the amazing work that helplines. What do helplines mean to you? Please share in the comments below.

Happy #HelplinesAwarenessDay2024! Today is an opportunity to raise awareness of these critical services and we're proud to be supporting the campaign by helping to spread the word **/ADD SPECIFIC ACTIVITY**.

Wow, how great was #HelplinesAwarenessDay2024 yesterday! It was brilliant to see so many inspiring stories and help raise awareness about the amazing work that helplines do. We can't wait to do it all again next year!

Social media posts - more than 280 characters

Save the date/get involved

We're proud to support Helplines Awareness Day 2024, coming up on 23 February! Will you get involved on the day by sharing your helpline story? Whether you have used a helpline in the past, or you work or volunteer for one, you could:

-  Make a short film about the time you received support from a helpline.
-  Write about the impact a helpline has had on your life, or what it's like to volunteer or work for one.
-  Take a photo that sums up how you feel about your favourite helpline.

 Create a piece of art or a poem that conveys your helpline story.

Whatever you do, help raise awareness of these critical services.

#HelplinesAwarenessday2024 #Helplines #MentalHealth

On the day

Happy Helplines Awareness Day2024! Like secret superheroes, helplines are supporting people day and night to help them through the most difficult of times. Their work may often go unseen, but the impact they have is clear to all who come into contact with them. That's why we're proud to support this important day by helping to raise awareness about these critical services.

What do helplines mean to you? Please tell us in the comments below.

#HelplinesAwarenessday2024 #Helplines #MentalHealth

Thanks for taking part

Wow, how great was Helplines Awareness Day yesterday?! It was brilliant to see so many inspiring stories and help raise awareness about the amazing work that helplines do. Thanks to all of our staff for getting involved - we can't wait to do it all again next year!

#HelplinesAwarenessday2024 #Helplines #MentalHealth

Web/newsletter copy

Helplines Awareness Day - 23 February 2024

Like secret superheroes, helplines are supporting people day and night to help them through the most difficult of times. Their work may often go unseen, but the impact they have is clear to all who come into contact with them.

Helplines Awareness Day is a day to raise awareness of these critical services and we're proud to be supporting the campaign by helping to spread the word/**ADD SPECIFIC ACTIVITY**. If you want to get involved, you could:

- Share the impact that a helpline has had on your life by posting something on social media on the day.
- Ask your favourite helpline if they are taking part on the day.
- Look out for and interact with content being posted on our own social media channels.

Whatever you do, get involved on 23 February using #HelplinesAwarenessday2024.

Campaign images

We have created a set of images for you to use on social media, on your website etc. [They can be accessed here.](#)