



#ReclaimSocial

Social Media Toolkit 2023

6 February



#ReclaimSocial

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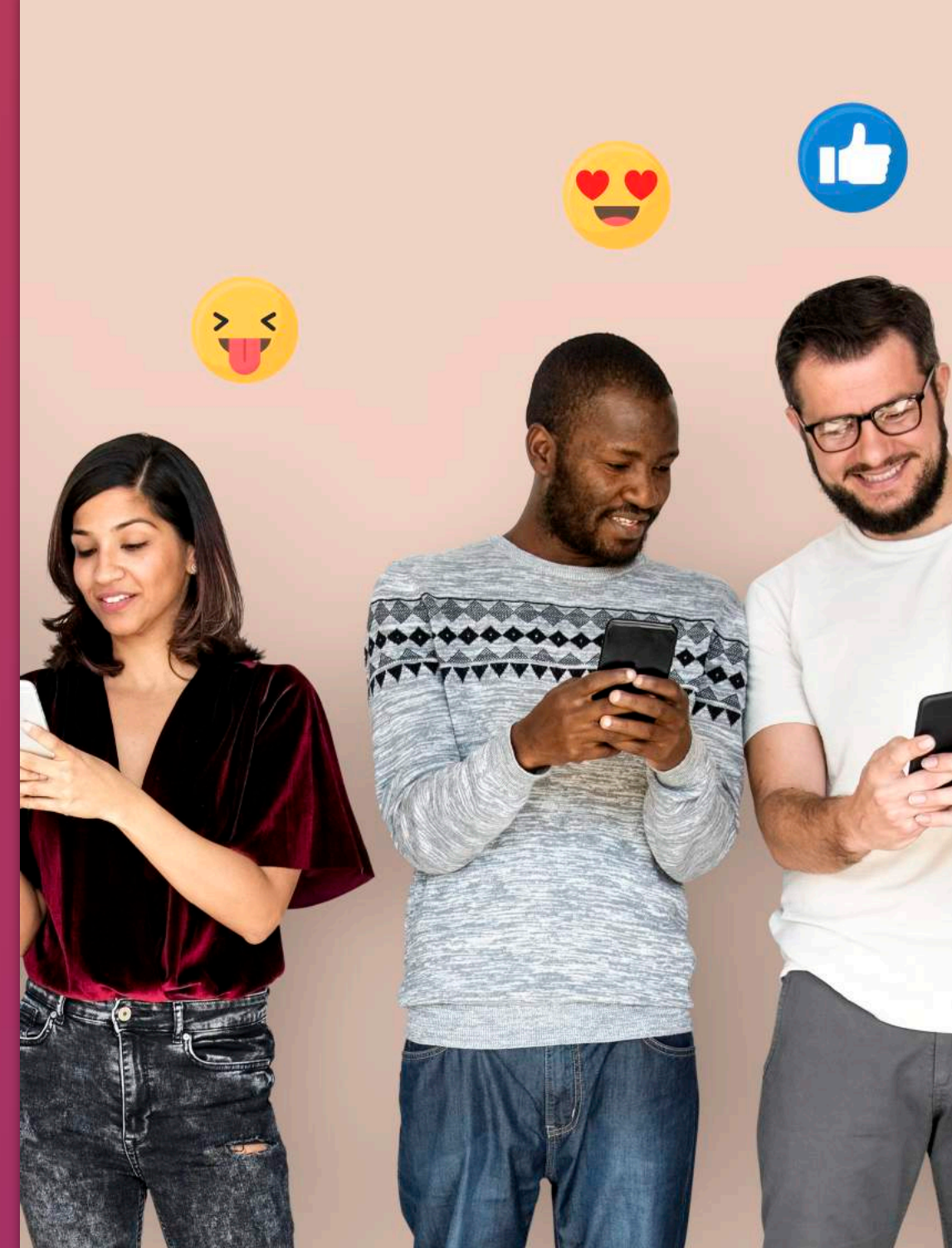
Social media has become very negative. We are reading every day stories on how fake news, trolls and bullies are turning our news feeds into a battleground that ends up affecting our mental health.

**#ReclaimSocial** started back on February 6th, 2018 with hundreds of charities and individuals sharing their own inspiring stories on social media. The message was clear — it was time to #ReclaimSocial for good.



After reaching hundreds of millions of people up to now, it's time to build a bigger community of people who want to change the face of social media. You don't need to be a celebrity or an influencer to be inspiring. And social media has already proved this in the past.

# #ReclaimSocial



What if we celebrated  
the people who  
actually make our news  
feeds more positive?

Thanks to social media, we've seen the rise of big movements such as **#ClimateStrikes**, **#MeToo**, and **#GivingTuesday**. People are craving for meaningful connections and social media can still play a key role in forming inspiring communities that blend online and offline activities.

Luckily, there are many of us who (still) want to make social media more positive. And we need to remember that **it's up to all of us to make a change**. It's time to highlight the positive ways we can use social networks to share inspiring stories of impact.



# 5 ways to **#ReclaimSocial** for good



## **Filter your newsfeeds** 📱

Follow people who enhance your social media experience. Mute words (or people) that make your experience stressful.

## **Understand how misinformation is spread** 🗣️

Fake news and misinformation is spreading faster than ever. It's important to understand and educate others on how it works and how to avoid sharing content that may be inaccurate.

## **Amplify positive, inclusive, diverse voices** 📢

Follow people who are passionate about making a change. Go beyond your 'filter bubble' and share inspiring content that can improve others' social media experience.

## **Be mindful of your social media**

### **consumption and switch off, if needed** 🙏

It's more important than ever to pay attention to the time you're spending on social media. If you feel tired or overwhelmed, don't be afraid to switch off, even for a few hours.

## **Call out for more ethical marketing tactics** 💻

Embedding ethical marketing and communications practices at every level helps everything — from building brand trust to ensuring a safe and fair environment for all.

## **#ReclaimSocial** in numbers

200M 19342

 Impressions

 Tweets

99% 10000

 Positive sentiment

 People

## #ReclaimSocial messages

“Millions of friendly, kind and hopeful actions take place every day. Yes the world is full of problems. but let's choose to see the good stuff happening all around us too **#ReclaimSocial**”

### ACTION FOR HAPPINESS

“We know that social media doesn't have to be negative. That's why we're taking part in #ReclaimSocial and sharing some inspiring faces.”

**BREAST  
CANCER  
NOW** The research  
& care charity

“Today we're supporting **#ReclaimSocial** which encourages us to spread good news to inject positivity into people's newsfeeds! Look out for the #lymphoma stories we'll share throughout the day and tell us the benefits you've seen of social media or tag someone who inspires you.”

**Lymphoma**  
action 

## How to get involved

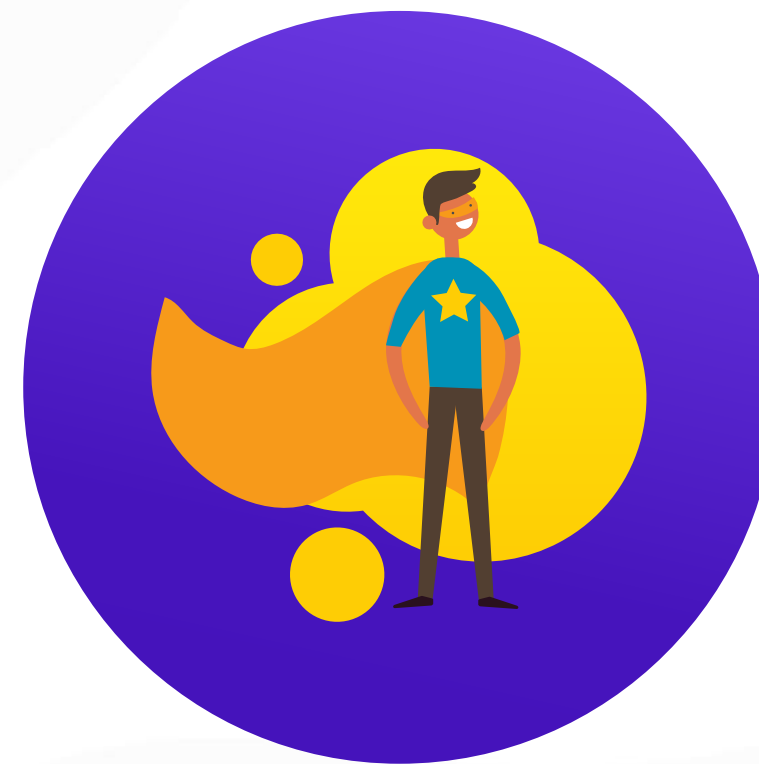


### Share inspiring stories

Share **stories of impact** on how you or your organisation are using social media

Post a tip on how you're personally planning to be **more mindful on social**

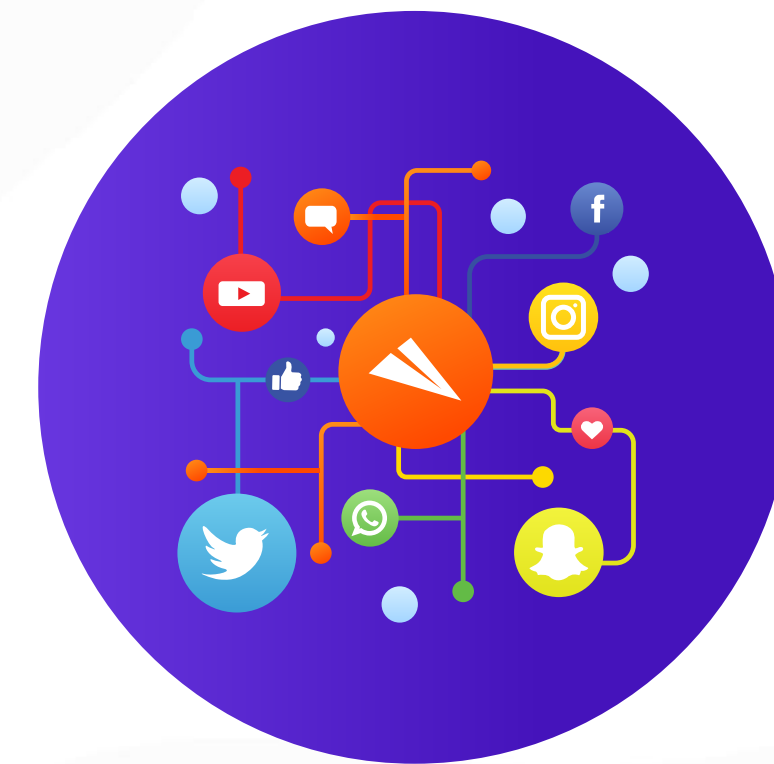
**Thank someone** special either as an organisation or an individual.



### Your heroes of positivity

**Nominate 5 people** who have inspired you, had an amazing impact on you, or simply make your news feed more positive.

Help others create a more positive feed by including the hashtag **#ReclaimSocial**.



### Spread the word

Become a **#ReclaimSocial ambassador**.  
Inspire others to be more positive on social media.

**Encourage** someone to join the **#ReclaimSocial** movement

# Social media posts

## Spread positivity

*Feel free to copy-paste these posts, if you want!  
Click on the 'share' icon to directly post on Twitter.*

- Online hate, fake news, trolls. There's too much negativity out there. What if we amplify more positive stories to cope with challenging times? Let's #ReclaimSocial for good. ➡
- It's more important than ever to make social media more positive. That's why we're joining the #ReclaimSocial movement to make our feeds more inspiring. ➡
- Social media shouldn't be bad for our mental health. Let's #ReclaimSocial and commit to being more mindful of how we use social platforms. ➡
- We need to make our feeds more inspiring by focusing on the stories that matter. #ReclaimSocial ➡
- Working in social media can be challenging. That's why we need to make sure we make our feeds more inspiring to counteract the negativity. Let's #ReclaimSocial for good. ➡

## Examples

BE   
Positive



Social media is not always negative. @ourcharity helped 85 homeless people into training and employment already this year. Proud of our campaign #WorkForAll - let's #ReclaimSocial for good!



So proud that over our #TenYearChallenge, we now help 6,300 more adults with learning disabilities that focus on their dignity and their inspirational characters! Let's #ReclaimSocial



My goal for 2021 is to reduce my screen time. Quality over quantity on social media. Let's #ReclaimSocial.

# Social media posts

## Nominate heroes of positivity

*Feel free to copy-paste these posts, if you want!  
Click on the 'share' icon to directly post on Twitter.*

- Social media doesn't have to be negative. It's up to us to make it more inspiring. Here are 5 people who #ReclaimSocial for good every single day. @mention, @mention, @mention, @mention, @mention ➡
- It's up to us to make social media more positive. Nominate 5 people who #ReclaimSocial for good every single day. Let's build more inspiring social feeds! ➡
- How can we make social media more inspiring? Name a person who inspires you every single day to #ReclaimSocial for good. ➡
- This is a special shout-out to the 5 people who make my social feeds more inspiring every day. @mention, @mention, @mention, @mention, @mention let's #ReclaimSocial for good ➡



# Social media posts

## Spread the word

*Feel free to copy-paste these posts, if you want!  
Click on the 'share' icon to directly post on Twitter.*

- We need to #ReclaimSocial for good. I'm proud to be an ambassador of positivity and I'm committed to making my feed more inspiring. Who's joining?
- Can we make social media more positive? It's time to #ReclaimSocial to beat the negativity around us.
- #ReclaimSocial is a movement that we all need to support. Let's make our feeds more inspiring.
- We know that social media doesn't have to be negative. We just need a few reminders like #ReclaimSocial to get us to share more inspiring stories.
- Here is a hashtag that we all need to join. Let's make our social channels more inspiring from now on. #ReclaimSocial



# Social media assets

We've created more than 50 social media assets. Use them as much as you want!

- Facebook / LinkedIn
- Twitter
- Instagram
- GIFs / Videos



**Download  
assets here!**





Samaritans

@samaritans

Over the past year, your news feeds may have been filled with negative posts, but it doesn't have to be this way. Social media can be a great way to stay connected during these difficult times.

Join us and [#ReclaimSocial](#) to spread positivity on social media

SAMARITANS

Who brightens up your news feed and fills it with positivity?

#ReclaimSocial



Sue Ryder

@Sue\_Ryder

To [#ReclaimSocial](#) and spread more positivity on social media today, we want to say a big thank you to our amazing supporters for their incredible fundraising efforts!

It's your stories and achievements that help us to be there when it matters. Thank you



Thanks to all our supporters making our feeds more positive

# #ReclaimSocial

## Post examples Twitter



Whale and Dolphin Conservation (WDC)

@whales...

Feb 6, 2020

Today is [#ReclaimSocial](#) Social media is a great way for us to:

Educate the world on whales and dolphins, and what we can do to save them

Celebrate them as incredible, intelligent creatures that are essential to our planet

Connect with you, our amazing supporters!



[#ReclaimSocial](#)



GivingTuesday

@GivingTuesday

Feb 6, 2020

To [#ReclaimSocial](#) + inspire a little more generosity in the world, we'll share today some of our favorite stories from [#GivingTuesday](#). Who can't use a little more positivity in their feed? [#TBT](#)





Every Can Counts Ire

@Every\_CanCounts

Feb 6, 2020

Today we're helping to [#ReclaimSocial](#) with positive news The can recycling rate in Europe is at 75% & we want to say a huge THANK YOU to all the programme users & supporters who recycle and encourage others to recycle their cans [#Everycancounts](#)



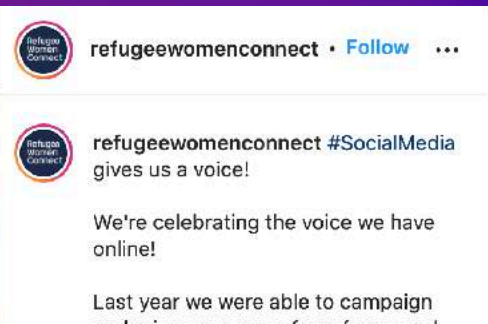
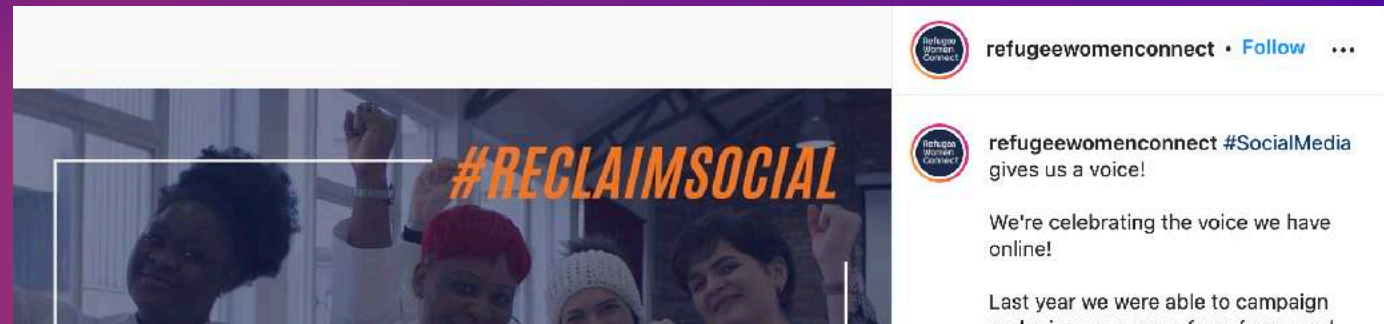
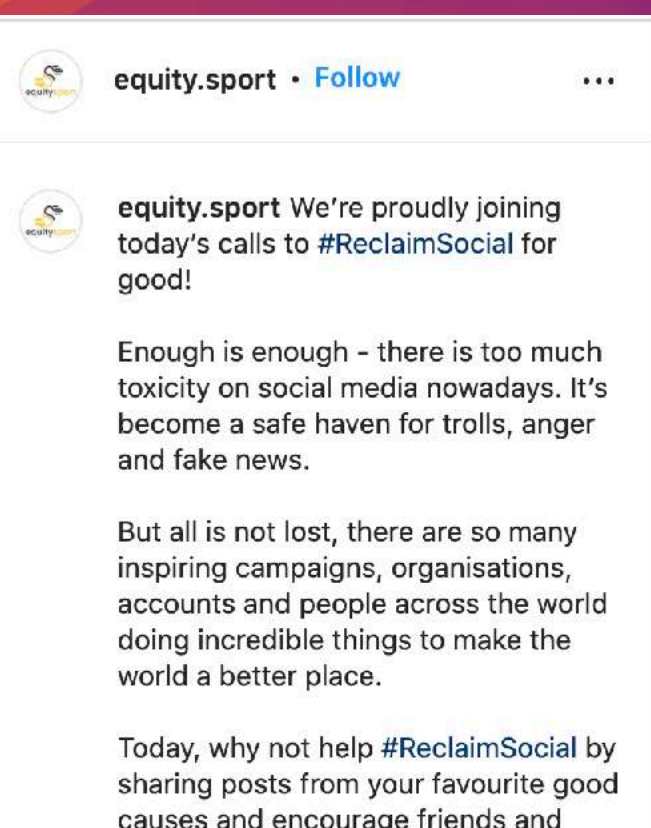
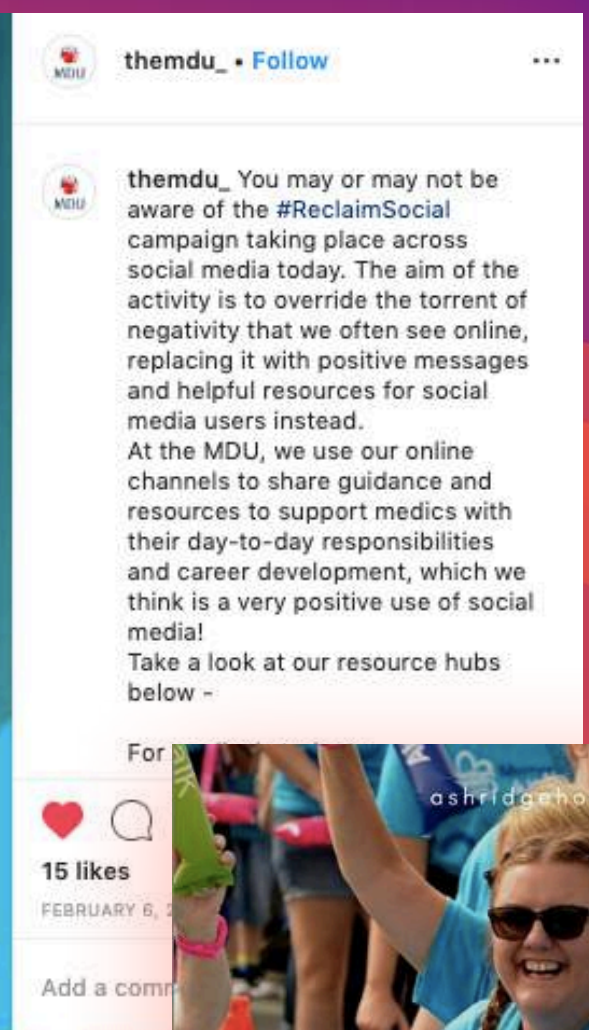
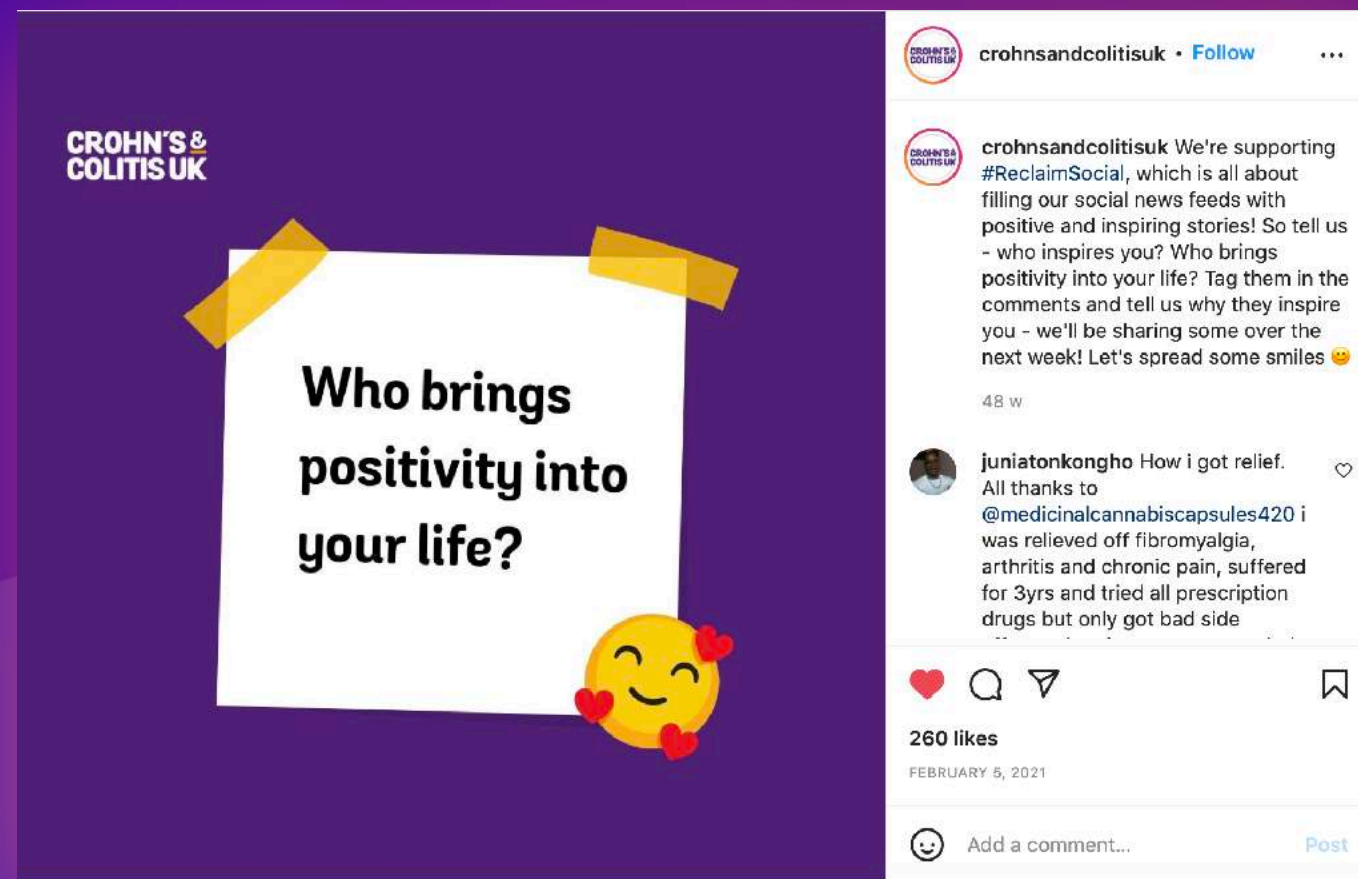
[#ReclaimSocial](#)

GIF



# #ReclaimSocial

## Post examples Instagram





Let's **#ReclaimSocial** for good

6 February



For any questions, or comments you  
can email [tereza@lightful.com](mailto:tereza@lightful.com)