

BERKS COUNTY 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** hashtag in all your posts. Please also, when possible, tag **@PA211East** in your messaging on Facebook and Twitter.

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 are looking for housing assistance? Find out more at **@PA211East** or **PA211East.org**
 - Graphic (optional): <http://www.pa211east.org/portals/1/Toolbox/uww-family-home.jpg>
- Before the situation gets too big to manage, call **@PA211East** at 2-1-1. **#Dial211**
 - Graphic (optional): English Poster (Livingroom or Bedroom)
<http://www.pa211east.org/portals/1/Toolbox/english-bedroom-960px.jpg>
<http://www.pa211east.org/portals/1/Toolbox/english-livingroom-960px.jpg>
- Antes que la situación sea demasiado grande de manejar. Llame **@PA211East** al 2-1-1. **#Dial211**
 - Graphic (optional): Spanish Poster (Livingroom or Bedroom)
<http://www.pa211east.org/portals/1/Toolbox/spanish-bedroom-960px.jpg>
<http://www.pa211east.org/portals/1/Toolbox/spanish-livingroom-960px.jpg>
- Many people don't know they can **#dial211** for free, caring, confidential assistance w/finding services. Help spread the word! **PA211East.org**

2. Promote online database

- Learn more about resources available in **#BerksCounty**. Search the PA211 database at **PA211East.org!** **#Dial211**
 - Graphic (optional): <http://www.pa211east.org/portals/1/Toolbox/guided-search.jpg>

3. Post a picture

- **@PA211East** is always available! In times of personal need or natural disasters, this is the face of 2-1-1! **#Dial211**
 - Graphic (optional): <http://www.pa211east.org/portals/1/Toolbox/pa211east-staff.jpg>

4. Tweet helpful tips

- Need **#food**, **#housing** or **#health** referrals? **#Dial211** or visit **PA211East.org** & find assistance now.
- If you or someone you know needs assistance w/vital services (healthcare, housing, childcare, etc.), help is just 3 digits away. **#Dial211**
- **#Dial211!** Free 24/7 phone # helps you find local services. If you need help, call 2-1-1 or visit **PA211East.org**.

LANCASTER COUNTY 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** hashtag in all your posts. Please also, when possible, tag **@PA211East** in your messaging on Facebook and Twitter.

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 are looking for housing assistance? Find out more at **@PA211East** or **PA211East.org**
 - Graphic (optional): <http://www.pa211east.org/portals/1/Toolbox/uww-family-home.jpg>
- Before the situation gets too big to manage, call **@PA211East** at 2-1-1. **#Dial211**
 - Graphic (optional): English Poster (Livingroom or Bedroom)
<http://www.pa211east.org/portals/1/Toolbox/english-bedroom-960px.jpg>
<http://www.pa211east.org/portals/1/Toolbox/english-livingroom-960px.jpg>
- Antes que la situación sea demasiado grande de manejar. Llame **@PA211East** al 2-1-1. **#Dial211**
 - Graphic (optional): Spanish Poster (Livingroom or Bedroom)
<http://www.pa211east.org/portals/1/Toolbox/spanish-bedroom-960px.jpg>
<http://www.pa211east.org/portals/1/Toolbox/spanish-livingroom-960px.jpg>
- Many people don't know they can **#dial211** for free, caring, confidential assistance w/finding services. Help spread the word! **PA211East.org**

2. Promote online database

- Learn more about resources available in **#LancasterCounty**. Search the PA211 database at **PA211East.org!** **#Dial211**
 - Graphic (optional): <http://www.pa211east.org/portals/1/Toolbox/guided-search.jpg>

3. Post a picture

- **@PA211East** is always available! In times of personal need or natural disasters, this is the face of 2-1-1! **#Dial211**
 - Graphic (optional): <http://www.pa211east.org/portals/1/Toolbox/pa211east-staff.jpg>

4. Tweet helpful tips

- Need **#food**, **#housing** or **#health** referrals? **#Dial211** or visit **PA211East.org** & find assistance now.
- If you or someone you know needs assistance w/vital services (healthcare, housing, childcare, etc.), help is just 3 digits away. **#Dial211**
- **#Dial211!** Free 24/7 phone # helps you find local services. If you need help, call 2-1-1 or visit **PA211East.org**.

LEHIGH VALLEY 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** hashtag in all your posts. Please also, when possible, tag **@PA211East** in your messaging on Facebook and Twitter.

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 are looking for housing assistance? Find out more at **@PA211East** or **PA211East.org**
 - Graphic (optional): <http://www.pa211east.org/portals/1/Toolbox/uww-family-home.jpg>
- Before the situation gets too big to manage, call **@PA211East** at 2-1-1. **#Dial211**
 - Graphic (optional): English Poster (Livingroom or Bedroom)
<http://www.pa211east.org/portals/1/Toolbox/english-bedroom-960px.jpg>
<http://www.pa211east.org/portals/1/Toolbox/english-livingroom-960px.jpg>
- Antes que la situación sea demasiado grande de manejar. Llame **@PA211East** al 2-1-1. **#Dial211**
 - Graphic (optional): Spanish Poster (Livingroom or Bedroom)
<http://www.pa211east.org/portals/1/Toolbox/spanish-bedroom-960px.jpg>
<http://www.pa211east.org/portals/1/Toolbox/spanish-livingroom-960px.jpg>
- Many people don't know they can **#dial211** for free, caring, confidential assistance w/finding services. Help spread the word! **PA211East.org**

2. Promote online database

- Learn more about resources available in **#LehighValley**. Search the PA211 database at **PA211East.org!** **#Dial211**
 - Graphic (optional): <http://www.pa211east.org/portals/1/Toolbox/guided-search.jpg>

3. Post a picture

- **@PA211East** is always available! In times of personal need or natural disasters, this is the face of 2-1-1! **#Dial211**
 - Graphic (optional): <http://www.pa211east.org/portals/1/Toolbox/pa211east-staff.jpg>

4. Tweet helpful tips

- Need **#food**, **#housing** or **#health** referrals? **#Dial211** or visit **PA211East.org** & find assistance now.
- If you or someone you know needs assistance w/vital services (healthcare, housing, childcare, etc.), help is just 3 digits away. **#Dial211**
- **#Dial211!** Free 24/7 phone # helps you find local services. If you need help, call 2-1-1 or visit **PA211East.org**.

SCHUYLKILL COUNTY SOCIAL MEDIA TEMPLATES FOR 2-1-1 DAY

INTRODUCTION:

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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 are looking for housing assistance? Find out more at **@PA211East** or **PA211East.org**
 - Graphic (optional): <http://www.pa211east.org/portals/1/Toolbox/uww-family-home.jpg>
- Before the situation gets too big to manage, call **@PA211East** at 2-1-1. **#Dial211**
 - Graphic (optional): English Poster (Livingroom or Bedroom)
<http://www.pa211east.org/portals/1/Toolbox/english-bedroom-960px.jpg>
<http://www.pa211east.org/portals/1/Toolbox/english-livingroom-960px.jpg>
- Antes que la situación sea demasiado grande de manejar. Llame **@PA211East** al 2-1-1. **#Dial211**
 - Graphic (optional): Spanish Poster (Livingroom or Bedroom)
<http://www.pa211east.org/portals/1/Toolbox/spanish-bedroom-960px.jpg>
<http://www.pa211east.org/portals/1/Toolbox/spanish-livingroom-960px.jpg>
- Many people don't know they can **#dial211** for free, caring, confidential assistance w/finding services. Help spread the word! **PA211East.org**

2. Promote online database

- Learn more about resources available in **#SchuylkillCounty**. Search the PA211 database at **PA211East.org!** **#Dial211**
 - Graphic (optional): <http://www.pa211east.org/portals/1/Toolbox/guided-search.jpg>

3. Post a picture

- **@PA211East** is always available! In times of personal need or natural disasters, this is the face of 2-1-1! **#Dial211**
 - Graphic (optional): <http://www.pa211east.org/portals/1/Toolbox/pa211east-staff.jpg>

4. Tweet helpful tips

- Need **#food**, **#housing** or **#health** referrals? **#Dial211** or visit **PA211East.org** & find assistance now.
- If you or someone you know needs assistance w/vital services (healthcare, housing, childcare, etc.), help is just 3 digits away. **#Dial211**
- **#Dial211!** Free 24/7 phone # helps you find local services. If you need help, call 2-1-1 or visit **PA211East.org**.