



Social Media Campaign

#ShareKindness Campaign launched to spread positive messages on social media while celebrating 60th anniversary

B E K I N D

OBJECTIVES

As Sharefax celebrated 60 years of service in the community, we wanted to encourage everyone to be more intentional in how we all communicated and related to each other. The goal was to be positive, respectful, and #sharekindness each and every day.

CAMPAIGN DATES

October - November 2020

CAMPAIGN

This campaign was shared on Facebook with credit union members and reached a larger community through engagement and interactions with the social media content.

Daily kindness quotes were posted on Facebook and cross posted on other social media platforms. In conjunction with this content campaign, contests were conducted to share kindness and generosity to area charities and non-profits. Other contests included coloring contest and "like and share."



"During the pandemic we had to postpone our 60th anniversary celebration so we were looking for ways to celebrate virtually with our members."

Raye Kimberlin
Sharefax Credit Union

"This was a clever campaign that Raye created to break-through the negative social media chatter of the pandemic and election. It was refreshing."

Deb Lopez
Sharefax Credit Union

RESULTS

IMPRESSIONS

28474 impressions

3048 shares

WEBSITE ANALYTICS

Page visits: 1216

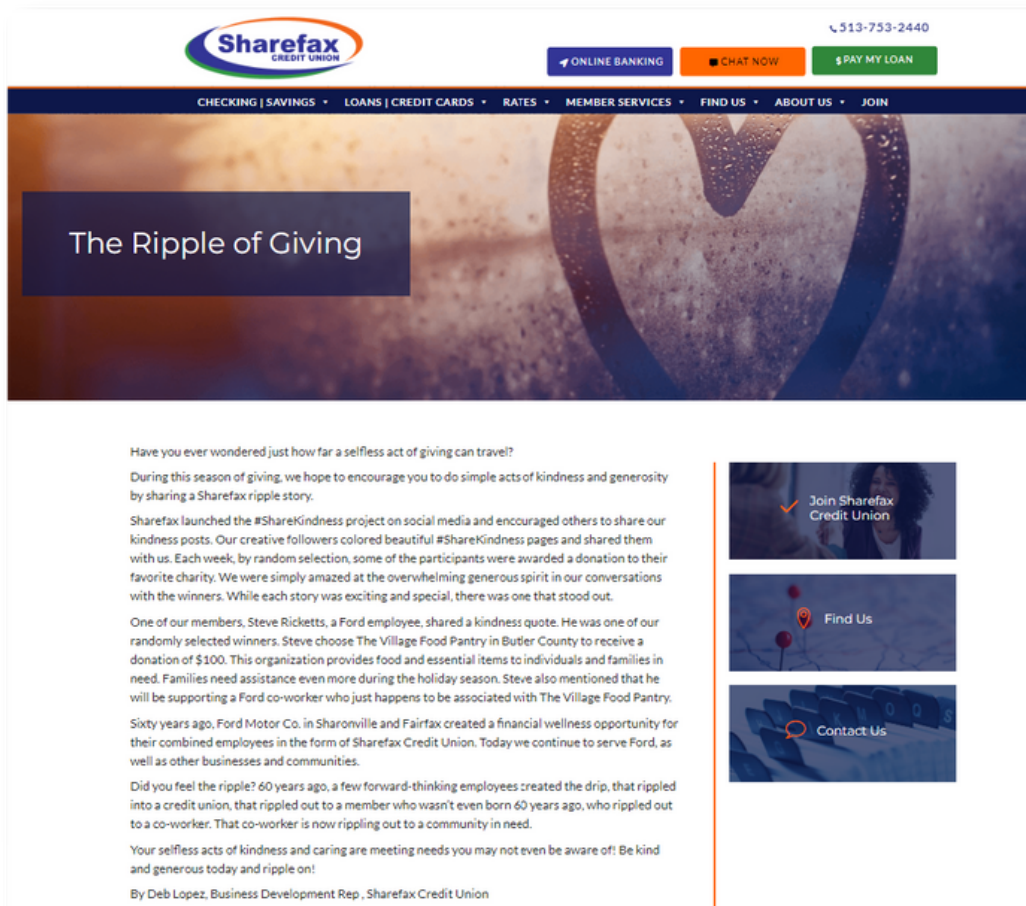
Contest entries: 336

Downloads of coloring contest: 192

#ShareKindness Landing Page



#ShareKindness Blog Post



#ShareKindness Social Media Daily Quotes





Imagine what our real neighborhoods would be like if each of us offered, as a matter of course, just one kind word to another person.

Mr. Rogers



#ShareKindness

One person can make a difference, and everyone should try.

John F. Kennedy

#ShareKindness



Kindness is a gift everyone can afford to give.

#ShareKindness



Carry out a random act of kindness. With no expectations of reward, safe in the knowledge that one day someone might do the same for you.

Princess Diana

#ShareKindness





It's nice to be important, but it's more important to be nice.


#ShareKindness




A little spark of kindness can put a colossal burst of sunshine into someone's day.

#ShareKindness

#ShareKindness Social Media Kindness Calendar

01 Let someone go in front of you in line.		02 Do a 5k for a good cause.	03 Pick up litter in a park.		18 Learn to say hello in a different language.		19 Do a favor without asking for anything in return.	20 Prepare a meal for your family.		37 Take the leaves for your neighbors.	38 Take the day not to complain.	39 Write a list of things that you adore about a friend.	40 Pay for someone's morning coffee.	41 Participate in Pack A Backpack for a child.
04 Give a stranger a compliment.	05 Lend money on a vending machine for someone.	60 Random Acts of Kindness  #SHAREKINDNESS			21 Give drinks out to people on a hot day.	22 Send a letter to a good friend instead of a text.	23 Say please and thank you more today.		24 Call an out of state relative you haven't spoken to in months.	42 Post only positive and encouraging things on social media.	43 Take the time to appreciate the sunrise and sunset.	44 Mow the lawn for your neighbors.	45 Send Coloring Books to sick kids in the hospital.	46 Write someone an encouraging poem.
	06 Insert coins into someone's parking meter.	07 Buy flowers to hand out on the street.	08 Pay for someone's meal at a restaurant.	09 Write letters to soldiers.		25 Water a neighbor's lawn/flowers.	26 Give someone a gift card that you don't intend to use.	27 Wash someone's car.	28 Help do chores at a farm/harvest ranch.	47 Give your umbrella to a stranger.	48 Lend your umbrella to a stranger.	49 Take the time to listen to someone.	50 Pay for another person's lunch.	51 Celebrate your own best friend appreciation day.
10 Donate your old clothes to local charity.		11 Participate in a fundraiser.	12 Donate gifts to children's Hospital.	13 Thank a teacher with a gift.	29 Save your pop tabs for a children's hospital.		30 Make a family member breakfast in bed.	31 Pack someone a lunch for the day.	32 Write a kind or encouraging message on a napkin.	52 Ride your bike or walk to work.	53 Buy groceries for the person behind you.	54 Donate money to help with school lunches.	55 Hide money in random places for strangers to find.	56 Donate to your local animal shelter.
14 Participate in a fundraiser.	15 Help a senior with their groceries.	16 Walk a neighbor's dog.	17 Plant a tree.		33 Do chores around the house without being asked.	34 Help someone who has a flat tire.	35 Let someone else pick what to watch on TV.	36 Send care packages to soldiers overseas.		57 Host a food drive to help your community.	58 Reconnect with old friends.	59 Thank your mail carrier with a handwritten note.	60 Be kind to yourself.	

#ShareKindness Social Media Contest Posts



Congratulations to Mary Kay Whiston.

Sharefax will donate \$100 to her favorite charity in honor of the Oestreicher Family Reunion.



Arthritis Foundation

#ShareKindness



Congratulations to CamiLa Gatita!

Sharefax will donate \$100 to her favorite charity



St. Vincent de Paul Society
Neighbors helping neighbors.

#ShareKindness





Congratulations to Cathy West!

Sharefax will donate \$100 to her favorite charity



St. Jude Children's Research Hospital
Finding cures. Saving children.

#ShareKindness

Post a photo of your **#ShareKindness** poster on Facebook and tag @SharefaxCU for a chance to win **\$100** for you and **\$100** for your favorite charity!

@SHAREFAXCU

Be kind whenever possible. It is always possible.
Dalai Lama

BE KIND

#ShareKindness

Kindness is a simple smile on a rainy day



#ShareKindness



Like our Facebook page & share our **#ShareKindness** quotes for a chance to win **\$100** for you and **\$100** for your favorite charity!

@SHAREFAXCU




Download our **#ShareKindness** Calendar for a chance to win **\$100** for you and **\$100** for your favorite charity!

@SHAREFAXCU