



#WythnosCyfeillio  
#BefriendingWeek

**Befriending**

**Week**

1st - 7th  
November



Befriending  
Networks

**Social Media Guide**

BEFRIENDING WEEK 2024



# Welcome to Befriending Week 2024!

## Dear members and supporters,

This year marks the 12th Befriending Week and we are so excited to celebrate with you! 🎉

Every November, befriending services and supporters from across the UK and beyond come together to recognise befriending and the positive impact it has in our communities. Thanks to your dedication, creativity and enthusiasm, it has become a highlight of the year for us and the whole befriending sector.

Befriending Week is a chance to reflect on the successes and challenges of the past year. There's no doubt we face challenging times – funding cuts, increasing demand and struggles to recruit and retain volunteers continue to be major issues. We are constantly inspired by our members' abilities to find ways forward so that they can keep supporting the people who need it.

It is in that spirit that the theme of our AGM this year is The Future of Befriending. We're delighted to invite you to join us on Thursday 7th November as we share our next steps to support our members and champion the befriending sector as a whole.

Ready to get stuck in and start planning your Befriending Week? This guide gives you the lowdown on how to take part online, including:

- our hashtags and handles
- graphics and logos
- suggested social media captions
- ideas for posts to highlight your project

You'll also find links to our other resources so you can book your place for our events, or even plan your own. We can't wait to celebrate with you!

**– The Befriending Networks team**

# Our hashtags and handles

Nothing makes us happier than seeing posts from our members and supporters celebrating Befriending Week. Whether it's sharing event photos, resources, befriending stories or more, you can use these handles and hashtags to let us know!

## Hashtags

One of the easiest ways to take part in Befriending Week is to use our hashtags. This makes it easier for us to find your posts and shows you're part of our Befriending Week movement. This year's hashtags are:

**#BefriendingWeek**

**#BrilliantBefriender**

We've also got hashtags for our Welsh-speaking audiences:

**#WythnosCyfeillio**

**#CyfeilliwrArdderchog**

[#WythnosCyfeillio](#) [#BefriendingWeek](#)

## Our handles

You can tag us directly to be sure we spot your posts. Make sure you follow us too! Here are our handles:

**FACEBOOK** [BefriendingNetworks](#)

**LINKEDIN** [befriending-networks-ltd](#)

**TWITTER / X** [befriendingnet](#)

**YOUTUBE** [befriendingnetworks2828](#)



We're more likely to share posts that include our logos and hashtags or show our resources in action. Try to include them in your posts to increase your chances of getting featured.

# Logos and graphics

Using our logos and graphics helps to make sure everyone know you're part of Befriending Week

## Logo

The Befriending Week logo is available in a variety of colours and has a Welsh and an English version.



[DOWNLOAD THE LOGO PACK](#)

## Graphics

You can find a range of social media graphics on our website, including banners, countdown posts and supporter graphics.



[DOWNLOAD GRAPHICS](#)



## SUGGESTED SOCIAL MEDIA POSTS

# Post 1: A huge thank you

### Full caption

For use on Facebook, LinkedIn, Instagram, etc.

It's #BefriendingWeek 2024! We want to take this opportunity to say a huge thank you to all of our staff and volunteers, who have such a positive impact on people's lives.

Your efforts are truly appreciated and we value everything you do.

If you want to join us as a #BrilliantBefriender, get in touch on [insert contact details].

#Befriending

Befriending Networks



Tag us here if you're on Facebook or LinkedIn

### Short caption

Under 280 characters, for Twitter / X.

It's #BefriendingWeek 2024! We want to say a huge thank you to all of our staff and volunteers, who have such a positive impact on people's lives.

If you want to join us as a #BrilliantBefriender, get in touch on [insert contact details].

#Befriending

@befriendingnet

#WythnosCyfeillio #BefriendingWeek

## SUGGESTED SOCIAL MEDIA POSTS

# Post 2: Make a difference

### Full caption

For use on Facebook, LinkedIn, Instagram, etc.

Do you love building meaningful connections with people? If you're looking for a volunteering opportunity that makes a difference, you might be the perfect fit for our befriending service.

Our befrienders change lives - reducing isolation, building confidence and strengthening connections in our community.

To start your journey as a #BrilliantBefriender, visit our website at [insert link].

#BefriendingWeek #Befriending  
Befriending Networks

Tag us here if you're on  
Facebook or LinkedIn

#WythnosCyfeillio #BefriendingWeek

### Short caption

Under 280 characters, for Twitter / X.

Looking for a volunteering opportunity that makes a difference? Our befrienders change lives - reducing isolation, building confidence and creating connections.

Start your journey as a #BrilliantBefriender at [insert link].

#BefriendingWeek  
@befriendingnet

## SUGGESTED SOCIAL MEDIA POSTS

# Post 3: Benefits of being a befriender

### Full caption

For use on Facebook, LinkedIn, Instagram, etc.

Tag us here if you're on  
Facebook or LinkedIn

We're a member of Befriending Networks and this week we're celebrating #BefriendingWeek! 🎉

We're on the lookout for some friendly folk to join us as volunteer befrienders. Our befrienders get a chance to meet new people, develop new skills and make a real difference in people's lives.

Curious about how it all works? Visit our website to find out more about our befriending work and how to get involved: [insert link]

#BrilliantBefriender

### Short caption

Under 280 characters, for Twitter / X.

This week we're celebrating #BefriendingWeek and we're on the lookout for volunteer befrienders! You'll meet new people, develop skills and make a real difference in people's lives. Find out more: [insert link]

#BrilliantBefriender  
@befriendingnet

## SUGGESTED SOCIAL MEDIA POSTS

# Post 4: General support

### Full caption

For use on Facebook, LinkedIn, Instagram, etc.

This week we're celebrating #BefriendingWeek and the incredible projects tackling loneliness and strengthening community connections through befriending. 🙌

*Tag us here if you're on  
Facebook or LinkedIn*

Explore Befriending Week resources and case studies on the Befriending Networks website: [befriending.co.uk/befriending-week](https://befriending.co.uk/befriending-week)

#BrilliantBefriender

### Short caption

Under 280 characters, for Twitter / X.

This week we're celebrating #BefriendingWeek and the incredible projects tackling loneliness through befriending. 🙌

Explore Befriending Week resources and case studies on the @befriendingnet website: [befriending.co.uk/befriending-week](https://befriending.co.uk/befriending-week)

#BrilliantBefriender





# Newsletters

Emails are a great way to reach people who support your work. If you send out a newsletter, you can copy and paste this text to get you started - feel free to customise it to make it your own.

## Before Befriending Week

We're delighted to be taking part in Befriending Week, an annual campaign that celebrates and recognises the incredible power of befriending. Join us from 1st - 7th November as we say a big thank you to all the people who contribute to our work, and raise awareness about the impact befriending has on people's lives.

Find out more about Befriending Week at [befriending.co.uk/befriending-week](https://befriending.co.uk/befriending-week)

## During Befriending Week

It's Befriending Week 2024! Join us as we celebrate our befriending matches and the positive impact our service has on people's lives. We want to take this opportunity to say a huge thank you to our staff, volunteers, service users and funders. Our project wouldn't happen without you and we truly appreciate everything you do.

During Befriending Week we'll be [sharing befriending stories on social media / holding an event to celebrate our volunteers / launching a new resource, etc]. We'd love for you to join us! [add links]

Find out more about Befriending Week at [befriending.co.uk/befriending-week](https://befriending.co.uk/befriending-week)

# Welsh Language Translations

Use these translations to connect with your Welsh-speaking audience. You can also find more Welsh resources, including decorations and activities, on our website.

## SOCIAL MEDIA POSTS

### Post 1

Mae'n #WythnosCyfeillio 2024! Rydym am achub ar y cyfle hwn i ddiolch yn fawr iawn i'n holl staff a gwirfoddolwyr, sy'n cael effaith mor gadarnhaol ar fywydau pobl.

Gwerthfawrogir eich ymdrechion yn fawr ac rydym yn gwerthfawrogi popeth a wnewch.

Os ydych chi am ymuno â ni fel #Cyfeiliwr Ardderchog, cysylltwch ar [rhowch fanylion cyswllt].

### Post 2

Ydych chi wrth eich bodd yn meithrin perthnasoedd dwfn â phobl? Os ydych chi'n chwilio am gyfle gwirfoddoli sy'n gwneud gwahaniaeth, efallai y byddwch chi'n berffaith ar gyfer ein gwasanaeth cyfeillio.

Mae ein cyfeiliwr yn newid bywydau – gan leihau ynysigrwydd, magu hyder a gwau cysylltiadau cryfach yn ein cymuned.

I gychwyn eich taith fel #Cyfeiliwr Ardderchog, ewch i'n gwefan yn [mewnosodwch ddolen].

# Welsh Language Translations

## SOCIAL MEDIA POSTS

### Post 3

Rydyn ni'n aelod o @BefriendingNetworks a'r wythnos hon rydyn ni'n dathlu #WythnosCyfeillio! Rydym yn chwilio am bobl gyfeillgar i ymuno â ni fel cyfeillion gwirfoddol. Mae ein cyfeillion yn cael cyfle i gwrdd â phobl newydd, datblygu sgiliau newydd a gwneud gwahaniaeth gwirioneddol ym mywydau pobl.

Yn chwilfrydig am sut mae'r cyfan yn gweithio? Ewch i'r wefan i ddarganfod mwy am ein gwaith cyfeillio a sut i gymryd rhan: [mewnosodwch ddolen]

### Post 4

Yr wythnos hon rydym yn dathlu #WythnosCyfeillio a'r prosiectau anhygoel sy'n mynd i'r afael ag unigrwydd a chryfhau cysylltiadau cymunedol trwy gyfeillio.

Archwiliwch adnoddau Wythnos Cyfeillio ac astudiaethau achos ar wefan Befriending Networks.

# Welsh Language Translations

## NEWSLETTERS

### Before Befriending Week

Rydym yn falch iawn o fod yn cymryd rhan yn Wythnos Cyfeillio, ymgyrch flynyddol sy'n dathlu ac yn cydnabod pŵer anhygoel cyfeillio. Ymunwch â ni o 1 - 7 Tachwedd wrth i ni ddweud diolch yn fawr i'r holl bobl sy'n cyfrannu at ein gwaith, a chodi ymwybyddiaeth am yr effaith mae cyfeillio yn ei chael ar fywydau pobl.

Dysgwch fwy am Wythnos Cyfeillio yn [befriending.co.uk/befriending-week](https://befriending.co.uk/befriending-week)

#WythnosCyfeillio #BefriendingWeek

### During Befriending Week

Mae'n Wythnos Cyfeillio 2024! Ymunwch â ni wrth i ni dathlu ein cydweddiadau cyfeillio a'r effaith gadarnhaol y mae ein gwasanaeth yn ei gael ar fywydau pobl. Rydym am achub ar y cyfle hwn i ddweud diolch yn fawr iawn i'n staff, gwirfoddolwyr, defnyddwyr gwasanaeth a chyllidwyr. Ni fyddai ein prosiect yn digwydd heboch chi ac rydym yn gwerthfawrogi popeth a wnewch.

Yn ystod Wythnos Cyfeillio, byddwn yn [rhannu straeon cyfeillio ar y cyfryngau cymdeithasol / cynnal digwyddiad i dathlu ein gwirfoddolwyr / lansio adnodd newydd, ayyb]. Byddem wrth ein bodd pe baech yn ymuno â ni! [ychwanegwch ddolenni]

Dysgwch fwy am Wythnos Cyfeillio yn [befriending.co.uk/befriending-week](https://befriending.co.uk/befriending-week)

# Ideas for other posts

Our suggested social media posts are just the start! We'd love for you to use Befriending Week as an opportunity to share your stories with the world and highlight how your project makes a difference.

## Reflect on the past year

- \* Share some statistics from your project
- \* Celebrate your milestones, achievements or awards from the past year
- \* Create a highlights reel of images or videos from the last year
- \* Share your plans for the coming year

## Highlight your supporters

- \* Say thank you to your funders and tag them in your posts
- \* Highlight the organisations you work with in your local area

## Reach new people

- \* Launch a new resource or service
- \* Launch a recruitment or fundraising campaign
- \* Ask people to tag a friend who they think would make a #BrilliantBefriender

Remember to get appropriate consent before sharing



## Tell the story of your matches

- \* Share a case study about a successful match
- \* Ask your matches to share interests that they have connected over, e.g. recipes, sporting events, film

## Getting to know your project

- \* Explain the process for becoming a befriender or service user as simply as possible
- \* Introduce the team to put a friendly face to your service
- \* Debunk common misconceptions or worries about being a befriender or service user
- \* Answer frequently asked questions about your project

# Join us for Befriending Week

One of our highlights of the year is bringing our members together during Befriending Week. This week, for the first time, we're even holding an event for your volunteer befrienders! These events are free and an exclusive offer for Befriending Networks members. Interested in joining? **Start your journey today.** [🔗](#)

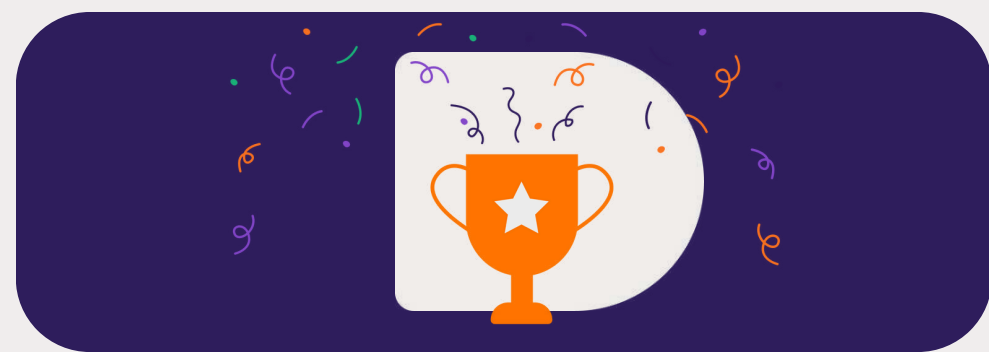


## Annual Conference 2024

**Thursday 7th November, 09:00 - 14:30**

Join us for our Annual General Meeting, network with the sector and hear from our guest speakers Ceannas, Campaign to End Loneliness, and Action Assemble.

**[BOOK NOW](#)**



## Being a Befriender

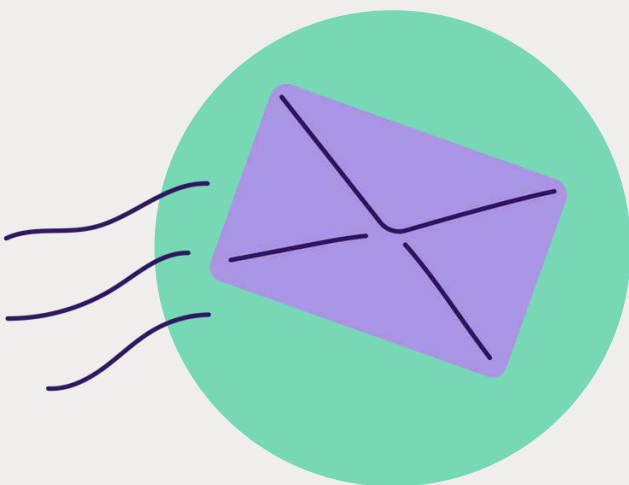
**Monday 4th November, 18:00 - 19:00**

In 2024, we are bringing Befriending Week to your befrienders too! It's a great opportunity for your befrienders to connect with likeminded people, celebrate their contribution and pick up some tips on how to become a #BrilliantBefriender.

**[BOOK NOW](#)**

# Thank you!

We're so delighted you are part of Befriending Week. If you're still looking for advice and inspiration, you can reach us in the following ways.



## Join our Befriending Week mailing list

Get the updates about the latest resources and inspiration straight to your inbox.

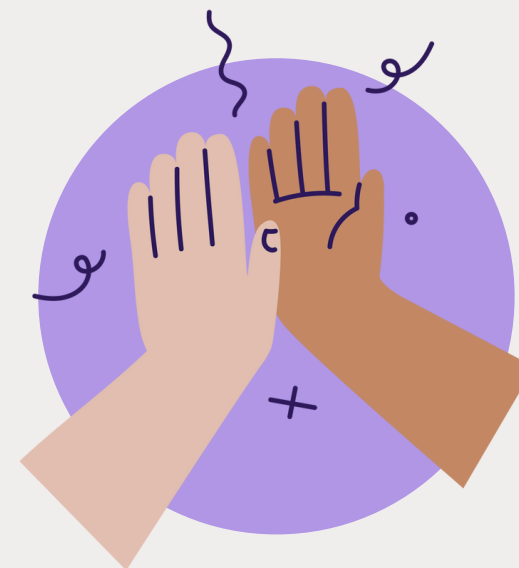
[JOIN LIST](#)



## Visit our website for resources and guides

Download our party pack, certificates, graphics, how-to guides and more.

[VISIT SITE](#)



## Get in touch

Got a question? Get in touch with our Communications Officer, Cat.

[EMAIL CAT](#)




**#WythnosCyfeillio**  
**#BefriendingWeek**



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**[www.befriending.co.uk](http://www.befriending.co.uk)**