

#AightChainReaction

Social Media Toolkit

Thank you for joining us to spread the power of kindness during our #AightChainReaction campaign. Your voice is vital, and this toolkit will assist you in getting involved.

Campaign Overview

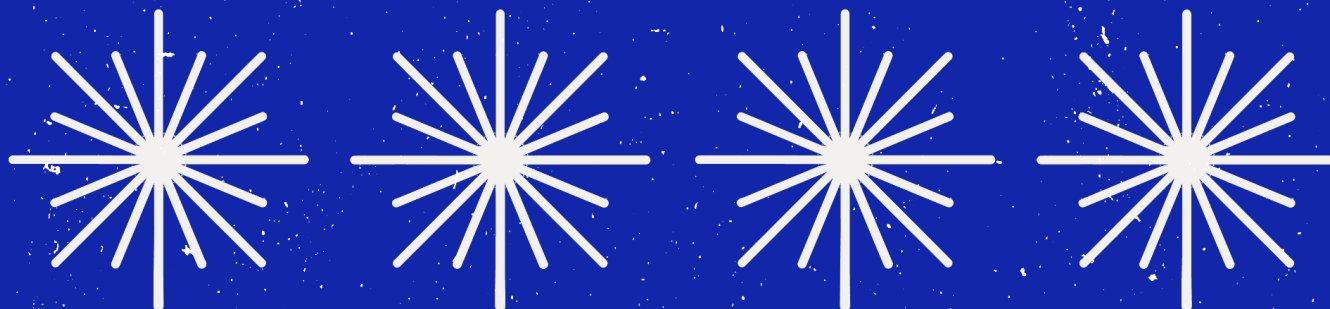
The #AightChainReaction campaign focuses on encouraging and spreading generosity. We believe one act of kindness can inspire others to join in, forming a chain of positive actions that reaches around the world.

Participants are being encouraged to perform a local act of kindness each week this holiday season. By sharing these actions on social media with the #AightChainReaction hashtag, you'll inspire others to follow your lead and elevate the campaign's visibility. The goal of this campaign is to showcase the collective power of small actions.

Campaign Duration: Nov 20 - Dec 31

GENERAL POSTING GUIDELINES

- Share personal stories of kindness to inspire others. Also, we encourage you to share stories of kindnesses that you've received!
- Use the hashtag **#AightChainReaction** in all your posts.
- Tag Aight's social media handles to connect with our community.
- Encourage your followers to share their stories of kindness.



A general #AlightChainReaction post template

This holiday season, I've been inspired by @we.are.alight to spark joy. Each week, I'll do something small to brighten someone's day. Share your own joy-spreading stories with #AlightChainReaction, and let's encourage a chain reaction of goodwill!

#AlightChainReaction posts examples

1. Join me in supporting @WeAreAlight! This week I volunteered at a local nonprofit. Small acts of kindness can make a big difference. , share yours with #AlightChainReaction to inspire others. Let's create a ripple of goodwill together!
2. Starting the season with a simple act of kindness. Bought a coffee for a colleague today! What will your act be? Share it with #AlightChainReaction to inspire others to the same! Join the movement @WeAreAlight.
3. Cooked a meal for a neighbor! Small efforts lead to big changes. How are you contributing to your community? Let's keep the #AlightChainReaction going. Share your stories of community service @WeAreAlight.
4. Let's light up the world with kindness! I am giving free guitar classes to a neighbor. Share your acts of kindness with #AlightChainReaction and join the global movement with @WeAreAlight.
5. I created new resources for newcomers in my community as part of the #AlightChainReaction initiative. It's incredible what we can achieve together for our community. I encourage each of you to find a way to make a positive impact in your area. Share your experiences and keep the chain of kindness going with @WeAreAlight.



VISUALS

1. Use engaging and positive images.
2. Feel free to use and share [Alight's official campaign graphics and images](#) to enhance your posts.

SOCIAL MEDIA HANDLES

[Instagram](#): @we.are.alight
[Facebook](#): @WeAreAlight
[LinkedIn](#): @wearealight
[Twitter\(X\)](#): @We_Are_Alright
[Threads](#): @we.are.alight