

A close-up photograph of a person's hands holding a light-colored wooden plank. On top of the plank, eight wooden blocks are arranged to spell out the words 'WORK' and 'LIFE' in a serif font. The background is a blurred, light-colored surface.

WORKLIFE

NATIONAL [#WORKLIFEWEEK](#)

12-16 OCTOBER, 2020

SOCIAL MEDIA KIT



# About this toolkit

National Work Life Week is Working Families' annual campaign to get both employers and employees talking about wellbeing at work and work-life fit. It will run from 12-16 October, 2020.

We have created this toolkit to help you spread the word about National Work Life Week on your social media networks. In the toolkit, you will find sample social media posts, downloadable images, and tips for increasing the visibility of the campaign.

Thank you for your support!

# Shareable graphics

Below are some graphics that you can share on your social media feeds, along with the suggested text on the following slides. For your convenience, we have sized the images for Facebook, Twitter, LinkedIn and Instagram; please click the links below each image to download the correct size.



[Twitter/LinkedIn](#) | [Facebook /Instagram](#)



[Twitter/LinkedIn](#) | [Facebook /Instagram](#)



[Twitter/LinkedIn](#) | [Facebook /Instagram](#)



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# Sample tweets and Instagram posts

## For anyone who wants to join our campaign:

- Focus on your wellbeing and work-life balance. Join @workingfamuk in celebrating National #worklifeweek on 12-16 October [bit.ly/worklifeweek](http://bit.ly/worklifeweek)
- How can we support employees' work-life balance and encourage healthy and sustainable ways of working? This year's National #worklifeweek from @workingfamuk (12-16 Oct) is a chance for employers to showcase their approach. [bit.ly/worklifeweek](http://bit.ly/worklifeweek)
- This National #worklifeweek (12-16 October), think about your work-life balance: how could it be improved? @workingfamuk [bit.ly/worklifeweek](http://bit.ly/worklifeweek)

## For employers:

- We are proudly supporting @workingfamuk National #worklifeweek on 12-16 October [bit.ly/worklifeweek](http://bit.ly/worklifeweek)
- This National #worklifeweek (12-16 Oct) we will be [*insert your activities*] [bit.ly/worklifeweek](http://bit.ly/worklifeweek) @workingfamuk

# Sample Facebook post

*Note: to tag Working Families on Facebook, please manually type in @WorkingFamiliesUK and select our page*

National #worklifeweek runs from 12-16 October and is an opportunity for both employers and employees to focus on wellbeing at work and work-life fit. The week is run by the UK's work life balance charity, @WorkingFamiliesUK. This year the focus is on supporting employees' work-life balance and encourage healthy and sustainable ways of working. Learn more: [bit.ly/worklifeweek](https://bit.ly/worklifeweek)



# Sample LinkedIn post

*Note: to tag Working Families on LinkedIn, please manually type in @working-families and select our page*

National #worklifeweek runs from 12-16 October and is an opportunity for both employers and employees to focus on wellbeing at work and work-life balance. The week is run by the UK's work life balance charity, @working-families. This year the focus is on supporting employees' work-life balance and encourage healthy and sustainable ways of working. Learn more: [bit.ly/worklifeweek](http://bit.ly/worklifeweek)

# Follow us

Be sure to follow and repost from our social media accounts during National Work Life Week:



[facebook.com/WorkingFamiliesUK/](https://facebook.com/WorkingFamiliesUK/)



[instagram.com/workingfamuk/](https://instagram.com/workingfamuk/)



[twitter.com/workingfamUK](https://twitter.com/workingfamUK)



[linkedin.com/company/working-families/](https://linkedin.com/company/working-families/)