

National Day of Reflection

Social Media content for supporting organisations

Contents:

Introduction	2
Video Content	3
Story Content	4
Static Content	5
Organic Engagement Content	7



National Day of
Reflection
23 March

Thank you for supporting the National Day of Reflection on 23 March, to commemorate the tragic loss of life and to stand together with everyone who's grieving.

We want as many people as possible to know about the day. Please use the resources provided here across your own social media channels in the lead up to 23 March.

Marie Curie will be sharing content across Facebook, Instagram, Twitter and LinkedIn. Please do try to interact with the Marie Curie posts so that we can share the day with our combined communities.



National Day of
Reflection
23 March

Social Media Assets

These assets will help you talk about the National Day of Reflection on your social media channels and to get your communities involved.

Video content

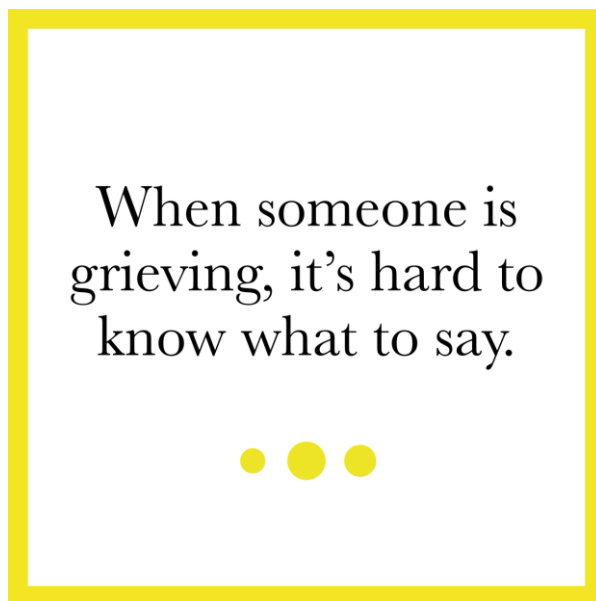
For use on Facebook and Twitter. Suitable also for LinkedIn and Instagram grid.



Asset: NDoR_ConnectandReflect.mp4
[Download now](#)

Headline:
Take a moment to connect

Post copy:
It's been a challenging year. Share your support or let someone know you're thinking of them below.



Asset: NDoR_WhatToSay.mp4
[Download now](#)

Headline:
When did you last reach out?

Post copy:
Finding the right words is hard. But connecting can make all the difference. Show your support for everyone who is grieving.



Asset: NDoR_GetInvolved.mp4
[Download now](#)

Headline:
Join the National Day of Reflection

Post copy:
You can take a minute to connect, join our free online talks or let a friend know you're thinking of them.

Social Media Assets

These assets will help you talk about the National Day of Reflection on your social media channels and to get your communities involved.

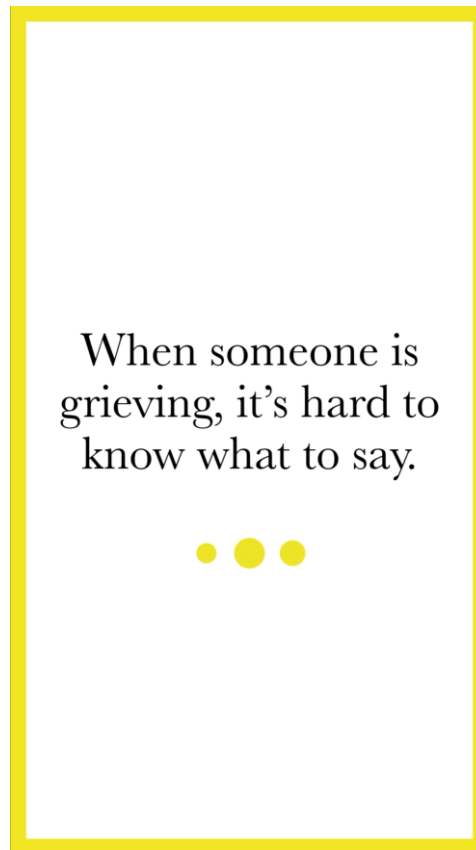
Instagram Story content



Assets:

NDoR_ConnectandReflect_IGS.mp4

[Download now](#)



Assets:

NDoR_WhatToSay_IGS_01.mp4

[Download now](#)

NDoR_WhatToSay_IGS_02.mp4

[Download now](#)



Assets:

NDoR_GetInvolved_IGS01.mp4

[Download now](#)

NDoR_GetInvolved_IGS02.mp4

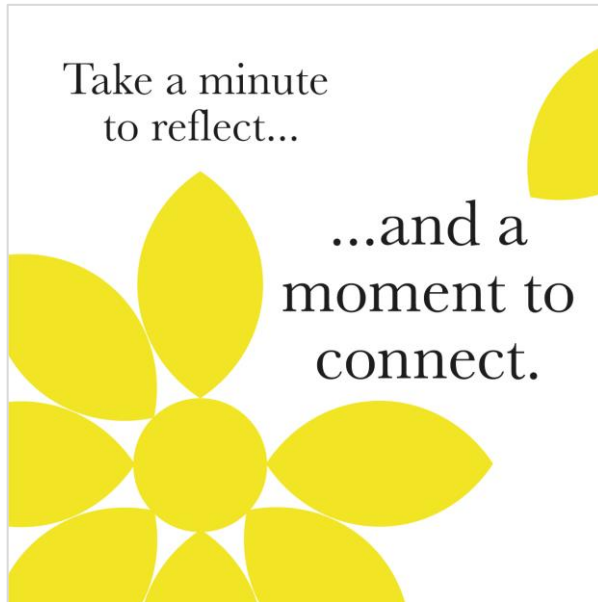
[Download now](#)

Social Media Assets

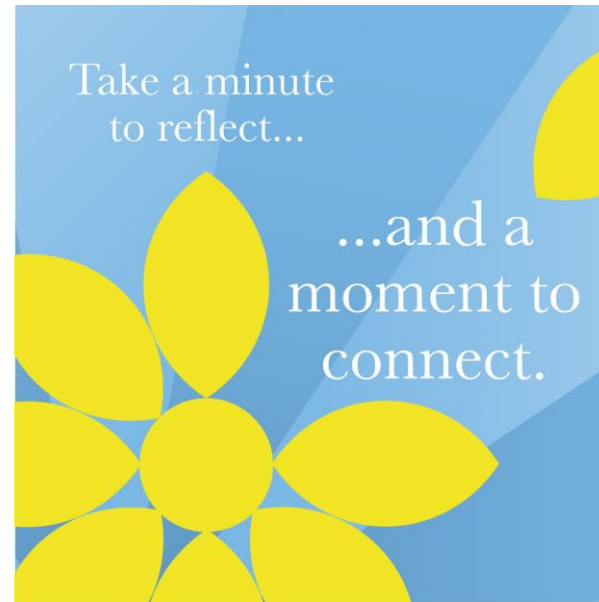
These assets will help you talk about the National Day of Reflection on your social media channels and to get your communities involved.

Static content

For Facebook and Twitter.



Asset: NDoR_ConnectandReflect_A.jpg
[Download now](#)



Asset: NDoR_ConnectandReflect_B.jpg
[Download now](#)

Headline:

Let someone know you're there

Post copy:

It's been a challenging year. Take a moment to connect with friends and family 23 March, the National Day of Reflection.

Social Media Assets

These assets will help you talk about the National Day of Reflection on your social media channels and to get your communities involved.

Static content

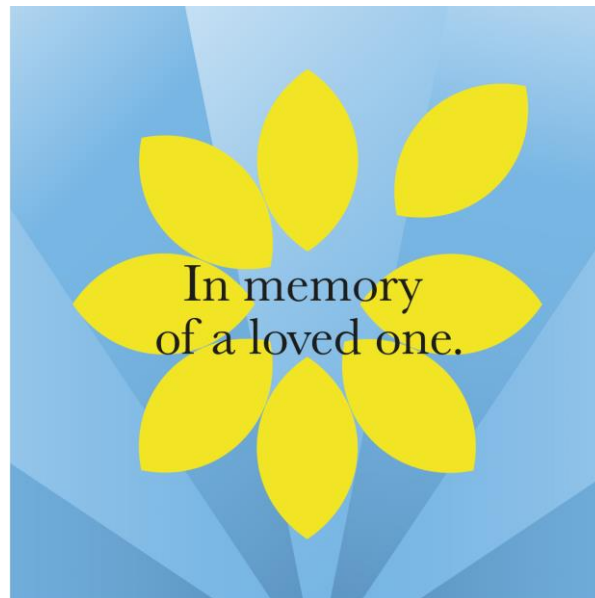
To post in the lead up and on 23 March.



Asset: NDoR_InMemory_A.jpg
[Download now](#)

Headline:
Forever in our memories

Post copy:
Today, the National Day of Reflection, share this flower in memory of your loved ones and let your favourite memories live on.



Asset: NDoR_InMemory_B.jpg
[Download now](#)

Headline:
They will be remembered

Post copy:
Share this flower in memory of your loved ones and let your favourite memories live on.

Social Media Assets

Please encourage your online communities to use the below content on their own social channels.



Profile Photo Frame

How to activate:

On Facebook:

Select to update your profile picture, click add frame, then search for the National Day of Reflection frame. [Or use this link.](#)

On Twitter:

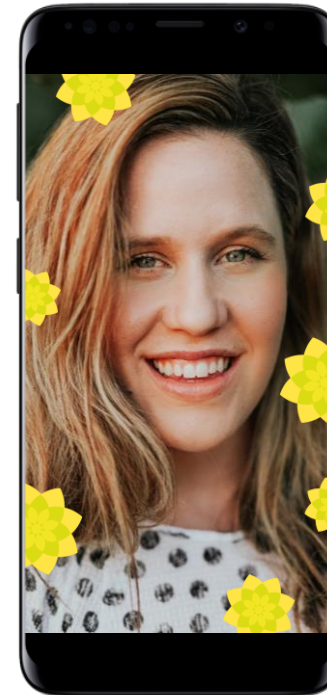
To generate a Twitter profile photo, [head to the frame on Twibbon](#) and select add to Twitter.



Giphy Sticker for Instagram Stories

How to activate:

You can add this sticker to your Instagram stories between now and 23 March to raise awareness and show your support. Select to add stickers to your content and search 'Marie Curie' or 'Day of Reflection'.



Instagram Stories Frame

How to activate:

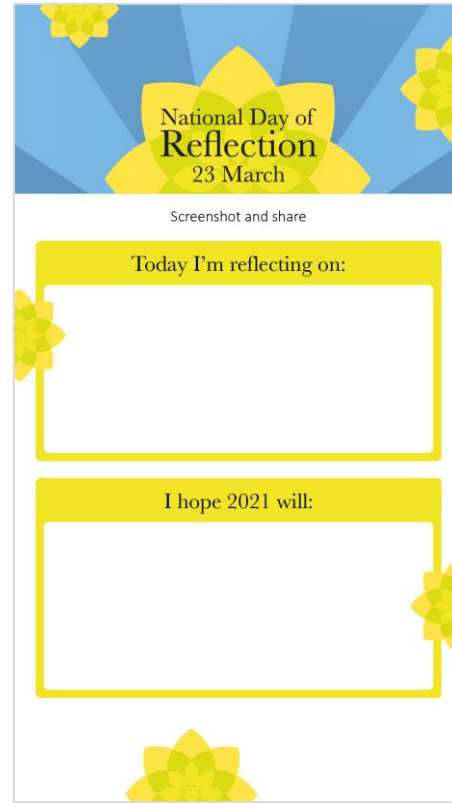
Go to [@mariecurieuk](#) on Instagram, select the Effects tab and the filter. You can also search the Effects Galley for 'Day of Reflection'.

Social Media Assets

Please encourage your online communities to use the below content on their own social channels.



Asset: MC-NDoR-IGS-TemplateA.jpg
[Download now](#)



Asset: MC-NDoR-IGS-TemplateB.jpg
[Download now](#)

Instagram Stories Template

How to use:

Post on your stories and encourage your followers to screenshot and share their answers to their own Stories.