



See You at the Y Social Media Toolkit for Campaign Partners

Key Messaging

See How Things Get Better When We See Each Other

See You at the Y is a three-part campaign focused on messaging, activations, and accountability. It's a movement to reconnect our communities and make Greater Boston the healthiest, most connected, and relational city in the country.

Tags

Facebook: [@YMCA of Greater Boston](#)

Instagram: [@ymca_boston](#)

LinkedIn: [YMCA of Greater Boston](#)

Hashtags

#SeeYouAt[CompanyName] #BuildingCommunity

Sample Social Media Copy

- a. At [Company Name], we're taking steps to create a welcoming and inclusive environment where everyone feels seen when they walk through our doors.

We're proud to join the @YMCA of Greater Boston in their mission to reconnect communities and make Greater Boston the healthiest, most connected, and relational city in the country.

Join the mission at ymcaboston.org/seeyouatthey and share how you're making a difference to your community. #SeeYouAt[CompanyName] #BuildingCommunity

- b. At [Company Name], we're taking steps to create a welcoming and inclusive environment where everyone feels seen when they walk through our doors – because things get better when we see each other.

How [Company Name] is making a difference in our community:

- Planned an annual staff and family gathering **to build employee relations**
- Hosted a Connect Four Game in our lobby **to grow human connections**
- Offered meeting space for local group meeting **to welcome in more friends**
- Formed employee resource groups focused on community action **to support our community**

We're proud to be taking steps towards building a more connected Greater Boston community. #SeeYouAt[CompanyName] #BuildingCommunity

- c. Community, Connection, and Belonging: three things we're striving towards building at [Company Name] as campaign partners with the @YMCA of Greater Boston to combat loneliness and isolation.

If we all open our doors, we'll have reached our mission to make Greater Boston the healthiest, most connected, and relational city in the country.

Join us as a campaign partner or find out how you can support our mission at ymcaboston.org/seeyouatthey.

#SeeYouAt[CompanyName] #BuildingCommunity

Content Ideas

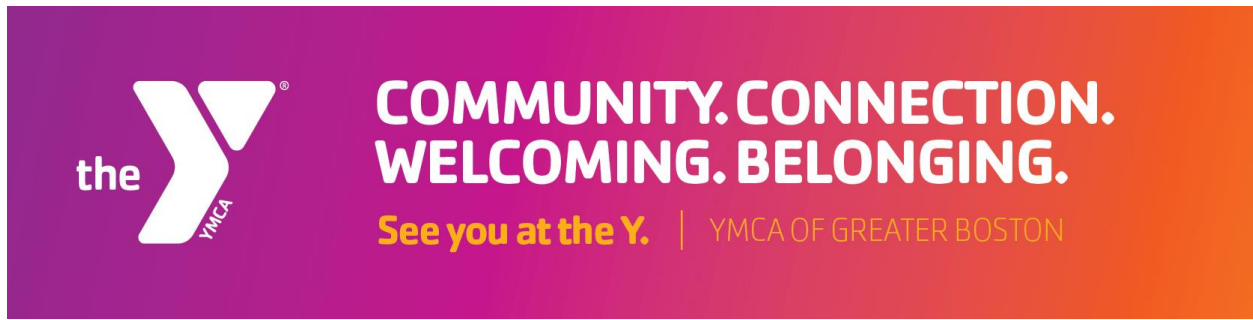
To showcase each campaign partner, we recommend using photos and/or videos rather than graphics. The Y will be doing the same. Here are some examples:

- Group photos of attendees/employees at an event created to build internal/external relations
- Group photos of employees and their families at a staff/family gathering

- Photos of people connecting/conversing at an in-person gathering

Graphics

Interested in sharing this campaign through other mediums? Here is an example of an email header to reference when creating your own.



Questions, concerns or ideas? Contact YMCA of Greater Boston Communications Manager Kait Willis at kwillis@ymcaboston.org.