PA Kindness Poem Project
Social Media Toolkit
February 2021
About the PA Kindness Poem Project

The PA Kindness Poem Project is a year-long 2021 initiative by the Pennsylvania Humanities Council (PHC) that invites residents to “Share Your Kindness” through social media messages that promote generosity, healing, reconciliation, and peace. Philadelphia Poet Laureate Trapeta B. Mayson will use these messages as inspiration for an original poem to be released on World Kindness Day on November 13th.

Throughout the year, PHC will encourage participation in the PA Kindness Poem Project by regularly sharing kindness-themed quotes on Facebook, Twitter, LinkedIn, and Instagram. Residents' own messages of kindness can be posted on social media in video, text, or image formats and include quotes from books, poems, songs, historic and contemporary thinkers -- or be something completely original.

To be included in the project, residents’ posts must use the hashtag #PAKindnessPoem and mention the Pennsylvania Humanities Council.

Help us spread kindness!

We need your help spreading the word about the PA Kindness Poem Project:

- Share your kindness by contributing your own #PAKindnessPoem post on Facebook, Twitter, LinkedIn, and/or Instagram.
- Post our sample messages using the hashtag #PAKindnessPoem and @mentioning PHC (see below).
- Re-share PHC’s PA Kindness Poem Project posts to your networks.
- Share the pahumanities.org/kindness website.
- Alert your friends, neighbors, and colleagues about this opportunity to spread kindness and have their words be part of Mayson’s poem.
Social Media

Follow, and check regularly, PHC’s social media channels for opportunities to share posts and updates about the PA Kindness Poem Project:

@PAHumanities - https://www.facebook.com/PAHumanities
@PAHumCouncil - https://twitter.com/PAHumCouncil
@PAHumanities - https://www.instagram.com/pahumanities
https://www.linkedin.com/company/pennsylvania-humanities-council

Sample Social Media Messages

Facebook

Share Your Kindness! The PA Kindness Poem Project is amplifying messages of kindness which will be used as inspiration for a new poem by Philadelphia Poet Laureate Trapeta B. Mayson. Check out the Pennsylvania Humanities Council’s website for more info on how you can participate. #PAKindnessPoem

https://pahumanities.org/kindness

Twitter

Share Your Kindness! PA Kindness Poem Project is partnering with Philly Poet Laureate @TrapetaMayson to create an original poem using YOUR messages of kindness. Check out @PAHumCouncil's website for more info on how you can participate. #PAKindnessPoem

https://pahumanities.org/kindness
LinkedIn

Share Your Kindness! The PA Kindness Poem Project is amplifying messages of kindness which will be used as inspiration for a new poem by Philadelphia Poet Laureate Trapeta B. Mayson. Check out the Pennsylvania Humanities Council’s website for more info on how you can participate. #PAKindnessPoem

https://pahumanities.org/kindness

Instagram

Share Your Kindness! The PA Kindness Poem Project is amplifying messages of kindness which will be used as inspiration for a new poem by Philadelphia Poet Laureate Trapeta B. Mayson. Check out the Pennsylvania Humanities Council’s website for more info on how you can “Share Your Kindness.” Learn more at PAHumanities.org/Kindness

#PAKindnessPoem
Social Media Graphics

Logo - [DOWNLOAD]

#PAKindnessPoem

Square Graphic 1 - [DOWNLOAD]

#PAKindnessPoem

“Those who are not looking for happiness are the most likely to find it, because those who are searching forget that the surest way to be happy is to seek happiness for others.”

MARTIN LUTHER KING JR.
Civil Rights Leader and Baptist Minister

Share Your Kindness!
PAHumanities.org/kindness
Video

Gisele Barreto Fetterman kindness message on YouTube - [LINK]

Download video [widescreen](#) (Facebook, Twitter, LinkedIn) or [square](#) (Instagram).