

Join us in celebrating the #HiddenHeroes of our communities

A MASSIVE THANK YOU

- Every single one of you plays an incredible role in your community – and we are hugely grateful for all the amazing work you do. Since the start of the pandemic, you have gone above and beyond to deliver lifeline support to people in your area
- To help celebrate the vital work of local causes across the UK in the build up to Christmas, we want to shine a light on the #HiddenHeroes of our communities, by sharing short videos and pictures on social media throughout December
- We would love you to get involved to help thank your teams and partners, and build awareness of the brilliant work that's happening at a hyper-local level

HOW TO SHARE #HIDDENHEROES

- **We are inviting you to share short video clips and photos on Twitter and Facebook, using the hashtag #HiddenHeroes**
- **These short video clips (1-minute max) or photos could include:**
 - A 'thank you' message from you to the people you work alongside
 - A message from one of the people you support, about the vital services your organisation provides to them
 - A photo of your team in action
 - Your thanks for the support of your business partner(s) – what it has meant to your organisation and the people you help
- We will reshare as many of these posts as possible on our own social channels and encourage our business partners to do the same. The aim is to gather a wide range of celebratory and inspiring content that will help to build recognition of the power of local heroes
- Please remember:
 - Use #HiddenHeroes, and @ mention @nbrly as well as any relevant business partner, so we can reshare content
 - Always ensure that anyone you film or photograph has given their consent for the post to be shared on social media

THANK YOU FOR ALL YOU ARE DOING FOR YOUR COMMUNITIES