



# 211 SOCIAL MEDIA TOOLKIT



# ABOUT 211

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### **Helping Our Community Connect to Local Resources**

Every day people face challenges finding food, housing, mental health services, financial support, and more. Many do not know where to turn.

By sharing information about 211, you can help connect individuals and families to the local resources they need. This toolkit makes it easy to spread awareness through social media, websites, and newsletters so more people know help is just a click or call away.

### **A Brief History of 211 in Our Region**

Before 211 was available locally, western Wisconsin residents were supported by staff based in the Twin Cities. United Way St. Croix (now United Way St. Croix and Red Cedar Valleys) recognized the need for a local presence, leading to community surveys in early 2019 and the launch of a regional database detailing service information with 58 agency partners. Since the first calls on August 13, 2019, 211 has grown to more than 460 agencies across Burnett, Pierce, Polk, and St. Croix counties, has received over 16,000 calls including 6,000 during COVID in 2020, and expanded services with training focused on mental health and addiction recovery.

### **About United Way St. Croix and Red Cedar Valleys**

United Way St. Croix and Red Cedar Valleys (UW Valleys) brings people and organizations together to strengthen our communities. We focus on improving access to essential services and supporting programs that help individuals and families achieve stability and well being. Supporting and promoting 211 is one of the key ways we connect people to local help.

**Service Area:** Burnett, Dunn, Pepin, Pierce, Polk, and St. Croix counties

### **About 211**

211 is a free, confidential service that connects people to local resources for food, housing, financial assistance, mental health support, and more. Trained specialists are available 24 hours a day, 7 days a week to listen, assess needs, and connect callers to the right services.

Sharing 211 helps ensure neighbors know support is available when they need it.

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# SOCIAL MEDIA

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## How to Use This Toolkit:

To share:

- Download the graphics included in this toolkit.
- Copy and paste the sample captions below when posting on social media.
- **Use the 211 Day graphics and captions** on or around **February 11** to spotlight 211. Click the button below to explore the 211 toolkit and learn more.
- Tag United Way St. Croix and Red Cedar Valleys on social media:
  - Instagram: [instagram.com/uwvalleys/](https://www.instagram.com/uwvalleys/)
  - Facebook: [facebook.com/uwscrcv](https://www.facebook.com/uwscrcv)
  - LinkedIn: [linkedin.com/company/uwvalleys/](https://www.linkedin.com/company/uwvalleys/)

File formats:

- **JPG files** work best for social media posts and email newsletters
- **PNG files** support transparent backgrounds and are ideal for websites, presentations, or printed materials.

**National 211 Day Social Media Posts**

## Social Media Captions

Partners may copy and paste any of the captions below. All text is accurate, approved, and ready to be shared.

### Caption 1

From everyday needs to unexpected challenges, 211 connects people to local help and essential services. Trained specialists are available 24 hours a day to guide people to the right resources. DIAL 211 or connect by text, chat, online search, or the 211 Wisconsin App.

# CAPTIONS

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### **Caption 2**

211 is a free, confidential service that helps people navigate challenges like food insecurity, housing needs, and mental health support. Support is available in multiple ways. DIAL 211, text your ZIP code to 898211, chat now, search the online database, or download the 211 Wisconsin App.

### **Caption 3**

When people do not know where to turn, 211 connects them to trusted health and human services in their community. Help is available for food, housing, utilities, childcare, and more. DIAL 211 or connect by text, chat, online search, or the 211 Wisconsin App.

### **Caption 4**

211 helps people find local resources for food, housing, utilities, and other essential needs. Trained specialists connect individuals and families to support before, during, or after a crisis. DIAL 211, text your ZIP code to 898211, chat online, search resources, or use the 211 Wisconsin App. Free and confidential.

### **Caption 5**

211 is a free, confidential service that helps people navigate challenges like food insecurity, housing needs, and mental health support. When people do not know where to turn, 211 connects them to trusted health and human services in their community. Trained specialists help individuals and families find support for food, housing, utilities, childcare, and more. Support is available 24 hours a day. DIAL 211, text your ZIP code to 898211, chat online, search the database, or use the 211 Wisconsin App.

### **Caption 6**

From everyday needs to unexpected challenges, 211 helps people find local resources and essential services. Trained specialists connect individuals and families to support before, during, or after a crisis. Help is free, confidential, and available across multiple access points. DIAL 211, text your ZIP code to 898211, chat online, search resources, or download the 211 Wisconsin App.

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# GRAPHICS AND VISUALS

Use these 211 brand and digital resources to help your organization share accurate information about 211 in our service area. Below, you will find official logos and ready to use social media posts.

## UW Valleys/211 Logos



[Blue PNG](#)

[Blue PDF](#)



[White PNG](#)

[White PDF](#)



[Blue PNG](#)

[Blue PDF](#)



[White PNG](#)

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## Social Media Graphics

This section includes ready to use graphics partners can download and share. Pair these graphics with any of the captions above.



[SM Post PNG](#)

[SM Post JPG](#)

### What Can 211 Help With?

- ✓ Food
- ✓ Housing
- ✓ Utilities
- ✓ Childcare

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# GRAPHICS AND VISUALS CONT.



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## About 211

For more information and resources to share, visit <https://211wisconsin.communityos.org/>, [uwvalleys.org/211](http://uwvalleys.org/211), or [211.org](http://211.org) for statewide and nationwide 211 services.



**DIAL 211** to speak to a representative (or 877-947-2211)



**TEXT** your zip code to 898211



**SEARCH** SEARCH the online database to access more than 10,000 different statewide programs and services



**CHAT** Now



**DOWNLOAD** the 211 Wisconsin App for Apple and Android

