**PA 2-1-1 Day Social Media Messaging**

***Purpose:*** This messaging will be used to celebrate PA 2-1-1 Day on February 11th. Please feel free to further develop this messaging and use specific county data for your community.

***Twitter Messaging:***

Celebrate #PA211Day with us! PA 2-1-1 is an info and referral service to connect you with the help you need! #211Day

It doesn’t matter if you need help at 10 a.m. or in the middle of the night. 2-1-1 is there for you 24/7. #PA211Day #211Day

If you or someone you know needs assistance with basic needs like food or shelter, dial 2-1-1! #PA211Day #211Day

In 2017, over 199,000 Pennsylvanians contacted PA 2-1-1! Getting those in need the help they seek is a reason to celebrate #PA211Day #211Day

In 2017, PA 2-1-1 answered the call for residents in Butler affected by flash flooding, and for vulnerable, snowed-in Erie residents after record-breaking snowfall. #PA211Day #211Day

 [Insert legislator twitter handle] support funding for PA 2-1-1! Help those in need find public and private resources for utility help, food, housing and much more! #PA211Day #211Day

[Insert legislator twitter handle] give your constituents the opportunity to find resources they need to support themselves and their families! Support PA 2-1-1! #PA211Day #211Day

PA 2-1-1 is equipped with resources for citizens in a variety of areas and can reduce duplication of effort for information and referral. #PA211Day #211Day

The General Assembly voted to support state funding for 2-1-1 in the budget. [Insert legislator twitter handle] please support funding again in the next budget! #PA211Day #211Day

State government funding is needed to help PA achieve its full potential for leveraging 2-1-1 as a community strengthening tool! #PA211Day #211Day

***Facebook Messaging:***

Please help us celebrate PA 2-1-1 Day! 2-1-1 is a three-digit dialing code which is a 24/7 information and referral service to connect Pennsylvanians with health and human services. 2-1-1’s services are also available by text in most parts of the state. In 2017 alone, over 200,000 referrals were made across the Commonwealth. Help us get the word out that 2-1-1 is an option for those in need to get help with many different situations, including rent, food, utility bills, and even tax preparation!

PA 2-1-1 is an information and referral service connecting Pennsylvanians with health and human service needs to help that is available in their community. In 2017, there were over 199,000 2-1-1 contacts in PA. That was an increase of more than 20 percent from 2016. Most calls dealt with utility assistance, housing assistance, food availability and tax preparation. 2-1-1 helps families, veterans, people down on their luck, and many others in both rural and urban areas. Today is PA 2-1-1 Day and it time to celebrate the great help 2-1-1 has been providing! Help us spread the word!