

**A Call to Connection**  
Social Media Toolkit  
#CallToConnection

Thank you for amplifying the science, stories, and practices to strengthen relationships and connection.

**Toolkit Guidelines:**

- **Adaptations:** You should feel free to adjust and tweak the copy to fit your personal or organizational tone and perspective.
- **Hashtag:** #CallToConnection
- **Alt text:** Alt text is a way to label images, so the image can be made more accessible. It helps people visualize images when they can't see them. Alt text should describe the image in a brief sentence or two. For each graphic, we have included some descriptive text to add to your posts. Here are instructions on how to do that for each social media site:
  - On Twitter, once you attach your photo, you will have the option to insert descriptive text by clicking 'add description.' Copy and paste the descriptive text for the graphic you are using, and then you are set to post.
  - On LinkedIn, once you attach the photo, you will have the option to insert descriptive text by clicking, 'alt text.' Copy and paste the descriptive text for the graphic you are using, and then you are set to post.
  - On Instagram, once you choose a filter and edit the image, click 'Next' and then click 'Advanced Settings' at the bottom of the screen. Then click 'Write Alt Text.' Copy and paste the descriptive text of the graphic you are using in the box and then click 'Done.'

**Twitter:**

Optional tags: @caspertk @GreaterGoodSc @einhorncollab

It's time for a national conversation about why we need each other. It's time for a [#CallToConnection](https://calltoconnection.us). Will you join me?

Read the primer <https://calltoconnection.us>



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Alt Text:

Graphic with two hands touching, logos for Einhorn Collaborative, Greater Good Science Center, and Sacred Design Lab with text: “A Call to Connection: Rediscovering the Transformative Power of Relationships” “Casper ter Kulie with Angie Thurston, Sue Phillips, and Derrick Scott III”. calltoconnection.us

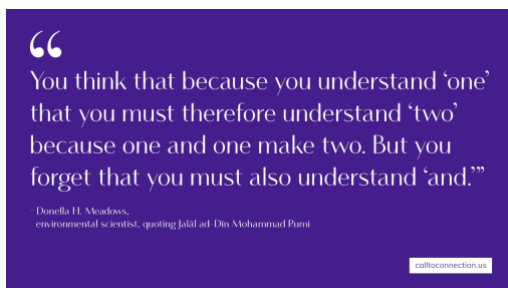
[#CallToConnection](https://calltoconnection.us) combines scientific research, stories of impact, and recommended practices into one document designed to help all of us better integrate connection into our life and work. Read it here: <https://calltoconnection.us>



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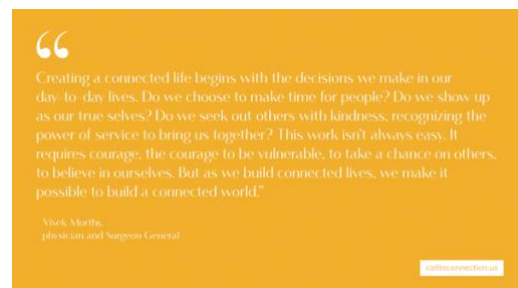
Thank you Dr. Meadows for reminding us of the power of connection. Learn more about the power of relationships and how to build connection in your life. [#CallToConnection](https://calltoconnection.us) <https://calltoconnection.us>



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Alt Text: Quote by Donella H. Meadows, environmental scientist quoting Jalal ad-Din

Let's put [@Surgeon\\_General](https://twitter.com/Surgeon_General) Vivek Murthy's advice into practice and answer the [#CallToConnection](https://calltoconnection.us). Learn more: <https://calltoconnection.us>



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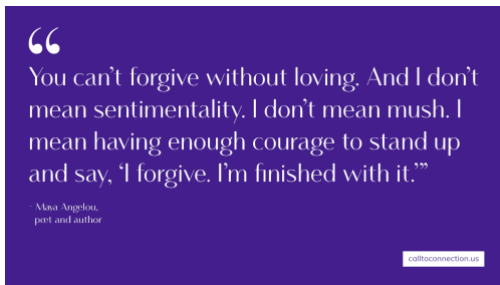
Alt Text: Quote by Vivek Murthy, physician, and Surgeon General. “Creating a connected life

Mohammad Rumi. "You think that because you understand 'one' that you must therefore understand 'two' because one and one make two. But you forget that you must also understand 'and.'" [calltoconnection.us](https://calltoconnection.us)

begins with the decisions we make in our day-to-day lives. Do we choose to make time for people? Do we show up as our true selves? Do we seek out others with kindness, recognizing the power of service to bring us together? This work isn't always easy. It requires courage, the courage to be vulnerable, to take a chance on others, to believe in our ourselves. But as we build connected lives, we make it possible to build a connected world."

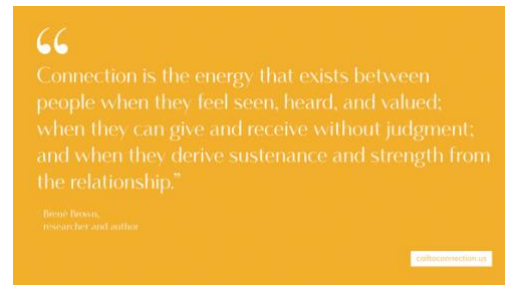
Maya Angelou frames the importance of healing in relationships so beautifully. Will you answer the #CallToConnection? Learn more about the call: <https://calltoconnection.us>

Grateful to Brené Brown for continuing to remind us how human connection fuels our ability to fully be ourselves. Inspired to answer the #CallToConnection? <https://calltoconnection.us>



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Alt Text: Quote by poet and author Maya Angelou "You can't forgive without loving. And I don't mean sentimentality. I don't mean mush. I mean having enough courage to stand up and say, 'I forgive. I'm finished with it.'"



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Alt Text: Quote by researcher and author Brené Brown "Connection is the energy that exists between people when they feel seen, heard, and valued; when they can give and receive without judgement; and when they derive sustenance and strength from the relationship."

**LinkedIn:**


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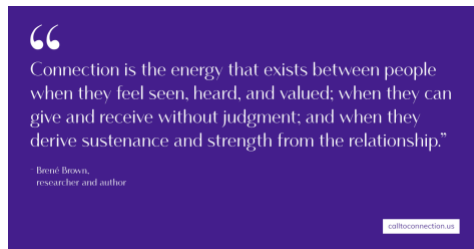
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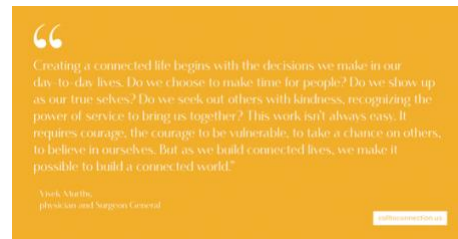
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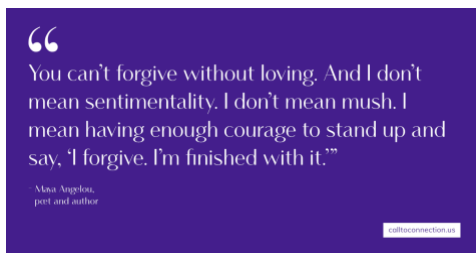


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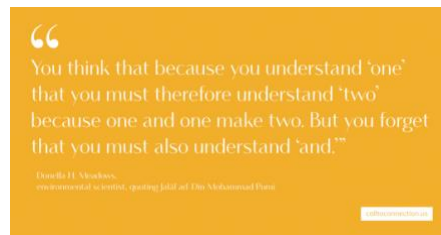
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If recent events have taught us anything, it is that we need each other to survive and thrive.

Gratitude to the authors of [A Call to Connection](#) for aggregating the science, stories, wisdom from ancient traditions, and practices that can help strengthen relationships personally and professionally.

Will you join me in answering the #CallToConnection?



In the midst of a mental health crisis, social conflict, and a global pandemic, how do we cultivate a culture of connection?

Vibrant human connection is central to our health as individuals, our efficacy as organizations, and our collective wellbeing as a society.

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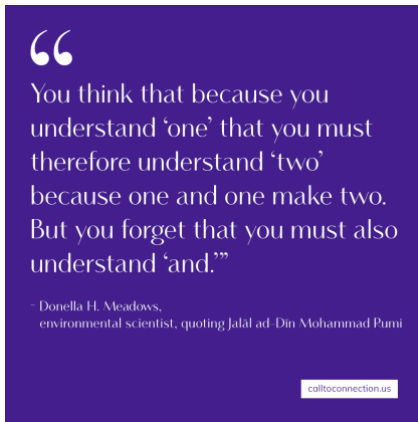


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**Instagram:**

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