

National 211 Day – February 11, 2021

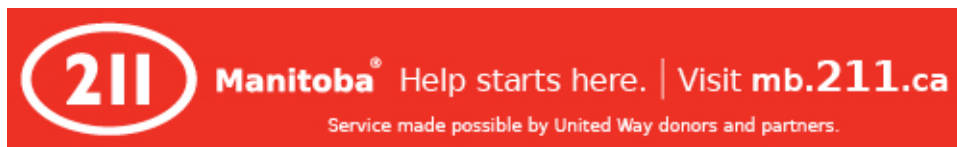


Sisters, Brothers, Friends,

Today we are marking 211 Day and sharing information about this resource that is of particular use to Labour Advocates, Stewards and Members. We hope that our collective efforts will help to increase the awareness of 211 in Manitoba so that wherever members need support, in the workplace or in the community, they will know where to go as a starting point for help and direct connection to services in their community.

We invite you to consider supporting 211 Manitoba during the month of February through one or more of the following actions:

- Share the 211 MB social media posts (Attached) on Facebook, Twitter, and Instagram with your network: workplace, Union, committees, community groups, etc.
- Use the materials to post 211 MB social media directly from your Union or workplace account(s). We've attached a word document with sample social media language and attached the images for you post.
- Include the 211 footer at the bottom of your email signature. Here is a copy of the footer:



Please Email Gina McKay, Labour Director at United Way Winnipeg, at LabourDirector@unitedwaywinnipeg.ca if you have any questions, or if there is anything that we can do to support you in becoming a 211 Labour champion.

Thank you - Solidarity! Solidarité!

Gina McKay & Geof Langen, United Way Winnipeg
Melissa Dvorak, Winnipeg Labour Council
Bernie Wood, Canadian Labour Congress – MB

Social Media Attachments Inc. (pg. 2)



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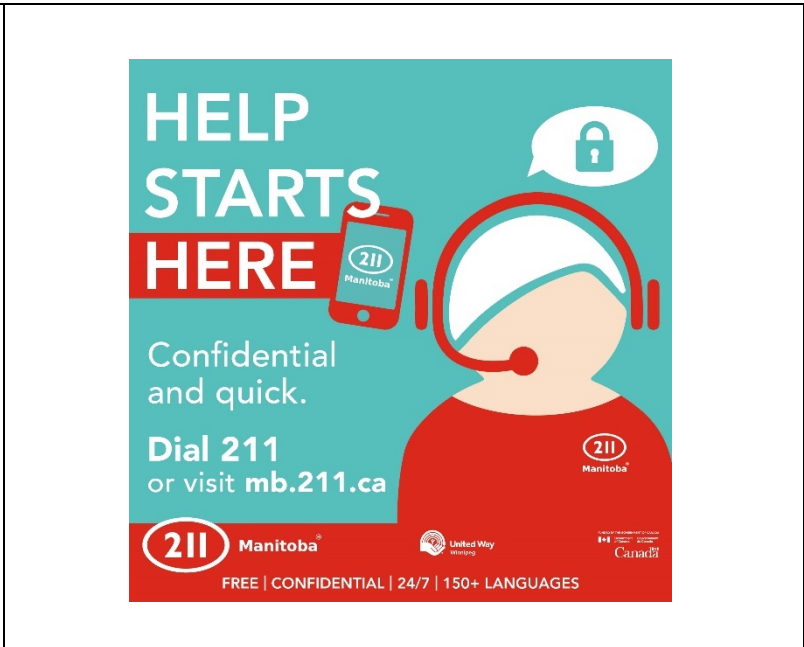
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Social Media Post 1 - Labour

Unpaid bills? Not sure when you are going to get your next cheque? Feeling overwhelmed? Help starts here!

This is a challenging time, but you're not alone. Dial 2-1-1 to connect with social programs and services nearby.

#211DayManitoba #HelpStartsHere #StrongerTogether



Social Media Post 2 - Labour

It's 2/11 Day!

Everyone can use support and as a shop steward, help starts here.


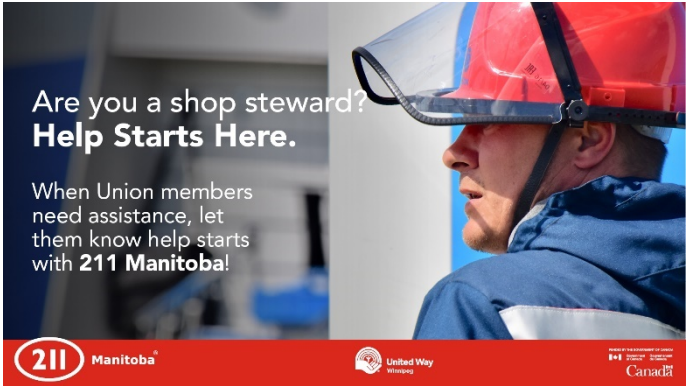
When Union members need assistance, let them know help starts with 211 Manitoba!

#211DayManitoba #HelpStartsHere #StrongerTogether



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<p>Social Media Post 3 - Labour</p> <p>211 is the front door to public, community-based social services in Manitoba.</p> <p>It's free, confidential and available in 150+ languages, 7 days a week.</p> <p>Learn more: www.mb.211.ca</p> <p>#211DayManitoba #HelpStartsHere #StrongerTogether</p>	 <p>The graphic features a central red smartphone with '211 Manitoba' on the screen. Surrounding the phone are five red speech bubbles with white text: 'Feeling isolated? 🏠', 'Struggling to afford a happy holiday season? 🎁', 'Can't afford a winter coat for your child? ❄️', 'Looking for relief on utility bills? 💡', and 'Looking for a warm meal? 🍲'. Below the phone, the text 'HELP STARTS HERE' is written in large white letters on a red background. At the bottom, there are logos for '211 Manitoba', 'United Way Winnipeg', and 'Canada', along with the text 'FREE CONFIDENTIAL 24/7 150+ LANGUAGES'.</p>
<p>Social Media Post 4 - Labour</p> <p>It's 2/11 Day!</p> <p>As a shop steward, do you have members asking to upgrade their job skills? Or trying to find mental health services for their family members?</p> <p>Dial 2-1-1 to connect with social programs and services nearby.</p> <p>#211DayManitoba #HelpStartsHere #StrongerTogether</p>	 <p>The graphic shows a close-up profile of a person wearing a red hard hat and safety glasses. The text 'Are you a shop steward? Help Starts Here.' is overlaid in white. Below this, it says 'When Union members need assistance, let them know help starts with 211 Manitoba!'. At the bottom, there are logos for '211 Manitoba', 'United Way Winnipeg', and 'Canada'.</p>



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