

Pro Bono Week: Social Media Toolkit

2nd – 6th November

Now in its 19th year, Pro Bono Week provides an opportunity to encourage and recognise the voluntary contribution of lawyers in giving free legal help to those in need. During 2 - 6 November 2020, the UK legal sector will celebrate nationwide commitment to the provision of pro bono legal advice and assistance with a range of events on different topics related to pro bono.

The underpinning theme of this year's activity is the sector's response to the pandemic, and what the next 12 months holds. There are then three different content streams:

- Celebrating pro bono: events celebrating those who give back and recent successes
- Pro bono pathways: events exploring different ways lawyers can volunteer
- Effective pro bono: events sharing best practice and discussing what makes an effective pro bono service

Please take this opportunity to promote and support the Pro Bono Week events using your organisation's social media accounts. The primary focus will be Twitter but we'll also be posting to LinkedIn.

If you are hosting or attending any events throughout the week, be sure to include the right hashtags, and link to the website (<http://probonoweeek.org.uk/>) if relevant so other events can be viewed.

Hashtags

Our official hashtags this year are:

#ProBonoWeek

#WeDoProBono

Stakeholder Twitter handles

Make sure you are following the [@ProBonoWeekUK](#) and [@ProBonoCentre](#) account as tweets are scheduled throughout the week to cover all activities. Please do like and retweet to help spread the word, and add your thoughts too.

Social Media templates

Check out the [Pro Bono Week website](#) for downloadable packs of templates for social media, optimised ready for Twitter and LinkedIn.

Tweets

Below are some example tweets for your organisation to adapt and use.

In the run up to Pro Bono Week

- This year's [#ProBonoWeek](#) will take place 2-6 Nov, to celebrate and promote the provision of free legal help to those in need. More details available here: <http://probonoweb.org.uk/> [#WeDoProBono](#)
- To highlight how lawyers can give back in a range of ways, this year's [#ProBonoWeek](#) will focus on 'Pro bono pathways'. Find out more here: <http://probonoweb.org.uk/> [#WeDoProBono](#)
- We're excited to celebrate pro bono barristers at [@WeAreAdvocate](#)'s Bar Pro Bono Awards next week! Find out more here: <http://probonoweb.org.uk/> [#WeDoProBono](#)
- Don't miss us at this year's [#ProBonoWeek](#) where we'll be talking about *[INSERT RELEVANT EVENT DETAILS]*. Find out more here: *[INSERT LINK TO EVENT]* [#WeDoProBono](#)
- "[#ProBonoWeek](#) offers us a chance to celebrate and recognise some of the extraordinary contributions lawyers make in giving free legal help to those in need" – Lord Chancellor [@RobertBuckland](#) Discover how you can be involved here: <http://probonoweb.org.uk/> [#WeDoProBono](#)
- [#ProBonoWeek](#) is taking place 2-6 Nov, how will you be getting involved? Events are taking place all week – and exploring how lawyers still found ways to volunteer through the pandemic – there's something for everyone: <http://probonoweb.org.uk/> [#WeDoProBono](#)

During Pro Bono Week

- Calling all [#lawfirms](#), [#chambers](#), [#legalclinics](#), [#legalsocieties](#), [#charities](#), [#universities](#) and [#lawschools](#) – are you involved in [#ProBonoWeek](#)? If so, let us know what you're up to using [#wedoprobono](#)
- What have you learnt from [#ProBonoWeek](#) so far? Keep sharing your insights with the hashtag [#WeDoProBono](#)
- We're excited to join like-minded legal pro bono providers for *[INSERT EVENT TITLE]* happening now! [#ProBonoWeek](#) [#WeDoProBono](#)
- Great to see both new and familiar faces at today's *[INSERT EVENT TITLE]* [#ProBonoWeek](#) [#WeDoProBono](#)
- This [#ProBonoWeek](#) we want to hear about what [#ProBono](#) means to you – share your experiences and stories with us [#IDoProbono](#) [#WeDoProBono](#)

After Pro Bono Week

- We've been inspired to hear about the diverse range of [#ProBono](#) work provided by the UK legal sector during [#ProBonoWeek](#) [#WeDoProBono](#)
- Great to see how legal [#ProBono](#) is changing lives across the UK and worldwide during [#ProBonoWeek](#) [#WeDoProBono](#)
- It's been a pleasure to join people from across the UK to celebrate free legal help from lawyers during [#ProBonoWeek](#) – let's keep up the great work! [#WeDoProBono](#)
- [#ProBonoWeek](#) – let's keep up the great work until next year! [#WeDoProBono](#)

LinkedIn

Prior to Pro Bono Week

- We're looking forward to participating in this year's [#ProBonoWeek](#) on 2nd – 6th November. Interested in joining us? Check out the different events that will be taking place here: [#ProBonoWeek](#) is taking place 2-6 Nov, how will you be getting involved? Events are taking place all week – and exploring how lawyers still found ways to volunteer through the pandemic – there's something for everyone: <http://probonoweeek.org.uk/> [#WeDoProBono](#)

During Pro Bono Week

- Join stakeholders across the UK to celebrate and encourage the continued provision of legal [#ProBono](#) with a range of exciting events happening this week. Discover how you can get involved: [#ProBonoWeek](#) is taking place 2nd – 6th November, how will you be getting involved? Events are taking place all week – and exploring how lawyers still found ways to volunteer through the pandemic – there's something for everyone: <http://probonoweeek.org.uk/> [#WeDoProBono](#)