



## Social media pack for Learning Disability Week 2020

### What is this pack for?

This pack is to provide information relating to Learning Disability Week that can be used on social media during Monday 15 - Sunday 21 June 2020.

### What is Learning Disability Week?

Every year, this week exists to raise the awareness of learning disability across the UK. This year, the theme is the importance of friendships during lockdown because due to the coronavirus pandemic, we have all been living in lockdown. This means that many people with a learning disability are feeling isolated, as they have been unable to see their friends and families.

We know that people with a learning disability already experience high levels of loneliness and social isolation and that this will only have been made worse by the lockdown.

We want to show the importance of friendships to help with tackling isolation, as well as exploring the different ways of maintaining friendships during this unusual time.

### How can you can get involved?

For Learning Disability Week 2020 we want to celebrate the incredible friendships and connections that make up our #MencapFamily - and show how important they have been during lockdown.

We're asking as many people as possible to share their brilliant stories and connections from our #MencapFamily across the land and we hope you'll join our campaign.

### Find us and tag us in on social media:

- ⇒ Twitter - [@Mencap\\_Charity](#)
- ⇒ LinkedIn - [@Mencap](#)
- ⇒ Facebook - [@Mencap](#)

⇒ Instagram – [@Mencap](#)

## Hashtags

We are using **#LDWeek2020** and **#MencapFamily** for this year's Learning Disability Week to show the importance of friendships and connections during the current lockdown.

It would be wonderful if you could include one or both of these hashtags when posting on social media to help promote the messages.

## Get scheduling on social!

We have created some templated social media posts below that you can use during the week.

## Twitter

- This year @mencap\_charity is marking Learning Disability Week by celebrating friendship, because lockdown can be even harder if you have a #LearningDisability. Find out more on [Mencap.org.uk/LDWeek](https://www.mencap.org.uk/LDWeek) #LDWeek2020
- #Lockdown can be lonely if you have a #LearningDisability. Find out more on [mencap.org.uk](https://www.mencap.org.uk). If you have a learning disability or know someone who needs support during these hard times, email [friendships@mencap.org.uk](mailto:friendships@mencap.org.uk) #LDWeek2020 #MencapFamily <https://bit.ly/3dQsM0L>
- For Learning Disability Week 2020, @mencap\_charity are celebrating the incredible friendships that keep the #MencapFamily together, even during the lockdown. Tell them your lockdown friendship stories and they'll share them with the world! #LDWeek2020

## Facebook

- Mencap is marking this year's Learning Disability Week by celebrating friendship because lockdown can be even harder if you have a #LearningDisability. Find out more on the @Mencap website and, if you know someone who needs support, email [friendships@mencap.org.uk](mailto:friendships@mencap.org.uk) #LDWeek2020 #MencapFamily <https://bit.ly/3dQsM0L>
- How have your friends helped you during these difficult times? For Learning Disability Week 2020, Mencap are celebrating the incredible friendships that keep the Mencap Family together, even during the lockdown. Head over to Mencap's Facebook page at [facebook.com/Mencap](https://www.facebook.com/Mencap) and tell them your lockdown friendship stories to share them with the world! #LDWeek2020 <https://bit.ly/3dQsM0L>
- Help Mencap to celebrate the importance of friendships for Learning Disability Week 2020! Why not give a shout-out to that friend who's always been there for you during lockdown? You can share your stories on Mencap's Facebook page at [facebook.com/Mencap](https://www.facebook.com/Mencap) and thank them for being a great friend. #LDWeek2020 <https://bit.ly/3dQsM0L>

## LinkedIn

- This year @mencap is marking Learning Disability Week by celebrating friendship because lockdown can be even harder if you have a #LearningDisability. Find out more on [mencap.org.uk](https://www.mencap.org.uk)/LDweek and if you know someone who needs support, email [friendships@mencap.org.uk](mailto:friendships@mencap.org.uk) #LDWeek2020 #MencapFamily <https://bit.ly/3dQsM0L>

## Other helpful resources

1. [About Mencap](#)
2. [Learning Disability Week 2020](#)

**Thank you for your support!**