

143  
365

**DAY OF KINDNESS IN PA TOOLKIT**

May 23, 2019

## ABOUT #143DayInPA

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Whether it's buying a cup of coffee for a stranger or writing a thank-you note for your mail carrier, #143DayInPA is meant to inspire acts of kindness and gratitude. Kindness is central to Pennsylvania's culture. It's part of [who we are](#). Governor Wolf has proclaimed May 23 "1-4-3 Day" to honor one of our state's most beloved sons, Fred Rogers, and to encourage Pennsylvanians to spread kindness.

Pennsylvania native Fred Rogers, best known as Mister Rogers, regularly used 1-4-3 as a way of saying "I love you" throughout his life and on his beloved television series, *Mister Rogers' Neighborhood*. His reference was to the number of letters in each word: 1-4-3. May 23 is also the 143rd day of the year.

*So, we're challenging all Pennsylvanians to show their neighbors more acts of kindness and gratitude towards one another on May 23.*

## HELP US SPREAD THE WORD

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As a partner of Pennsylvania, here's how you can participate in the #143DayInPA movement:

- Using our branded hashtag: #143DayInPA
- Posting sample messages for Instagram, Twitter, and Facebook
- Posting social media banners
- Visiting the 1-4-3 Day website ([pa.gov/143-day](http://pa.gov/143-day))

## SOCIAL MEDIA

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Joining the larger celebration is easy on social media! We are sharing several of our own social media campaign ideas and will be on the lookout for all Pennsylvanians to share their acts of kindness with us using the hashtag **#143DayInPA** on their social media channels.

### Social Media Channels to Follow



**@PennsylvaniaGov** [twitter.com/PennsylvaniaGov](https://twitter.com/PennsylvaniaGov)  
**@PADCEDnews** [twitter.com/PAdcednews](https://twitter.com/PAdcednews)  
**@visitPA** [twitter.com/visitPA](https://twitter.com/visitPA)



**@PennsylvaniaGov** [facebook.com/PennsylvaniaGov/](https://facebook.com/PennsylvaniaGov/)  
**@PADCED** [facebook.com/PADCED](https://facebook.com/PADCED)  
**@visitPA** [facebook.com/visitPA](https://facebook.com/visitPA)



**@governortomwolf** [instagram.com/governortomwolf/](https://instagram.com/governortomwolf/)  
**@visit\_pa** [instagram.com/visit\\_PA/](https://instagram.com/visit_PA/)

### Sample Social Media Messages

#### **TWITTER**

Save the date! 📅 #143DayInPA will be on May 23 — find out about our statewide movement and plan to show us your act of kindness using the hashtag. 😊 <http://ow.ly/q6J650ubySg>



Happy #143DayInPA! 🤝 Today is all about showing each other some gratitude. Tell us your act of kindness by using the hashtag! [pa.gov/143-day](http://pa.gov/143-day)



Pennsylvania challenges you 🙏 to show your neighbors some gratitude today. Share your acts of kindness with us by using the hashtag #143DayInPA. [pa.gov/143-day](http://pa.gov/143-day)



HAPPY  
#143DAYINPA  
MAY 23

Be a part of our statewide movement 🙏 and share your acts of kindness today in celebration 🎉 of #143DayInPA. 🎉 [pa.gov/143-day](http://pa.gov/143-day)



## FACEBOOK

Save the date! 📅 #143DayInPA will be on May 23 — find out about our statewide movement and plan to show your act of kindness using the hashtag. 😊 <http://ow.ly/q6J650ubySq>



Take a moment to buy a stranger in line their cup of ☕ or write a thank-you note 📝 to someone who needs it. Embrace the kindness that Pennsylvania is known for and celebrate #143DayInPA 🙏 [pa.gov/143-day](http://pa.gov/143-day)



Happy #143DayInPA! 🙌 Do something nice for your neighbor and tell us your act of kindness by using the hashtag. We'd love to see how you make PA a little bit brighter 🌟 today.  
[pa.gov/143-day](http://pa.gov/143-day)

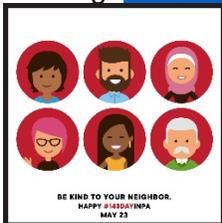


🙏 Honor PA's own Fred Rogers and be kind to your neighbor for #143DayinPA — show us your act of kindness by using the hashtag. 🌟 [pa.gov/143-day](http://pa.gov/143-day)



## **INSTAGRAM**

Celebrate the kindness and gratitude that Pennsylvanians have for one another on #143DayInPA 🙌. Show your neighbor you care about them and share it with us by using the hashtag! [pa.gov/143-day](http://pa.gov/143-day)



Hold the door open, buy a cup of ☕ for a stranger, or write a thoughtful note 📝. Whatever you do, just do it with kindness today on #143DayInPA 🙌 [pa.gov/143-day](http://pa.gov/143-day)



🙏 Honor PA's own Fred Rogers and be kind to your neighbor for #143DayinPA — show us your act of kindness by using the hashtag. 😊 [pa.gov/143-day](https://pa.gov/143-day)



## SOCIAL MEDIA BANNERS

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Download the hi-res versions of these banners for Twitter, Facebook, and Instagram at: <https://www.dropbox.com/sh/bsml5apii0tu3pw/AAC-ORiFT6J5BWKWWD8iUlpa?dl=0>

