

**Please find the prepared newsletter and social media drafts that you may want to copy and paste to use in support of the Caring is Personal campaign below.**

Also included are draft alt-text to accompany social media posts. These can be used on across social media platforms to help with accessibility and for people using screen readers.

Please note that the alt text drafts below relate the images shown alongside the text in the accompanying toolkit for this campaign. Please ensure you use the right alt text for the social media image you have chosen, there are four options below. If you would prefer to use your own alt text, the [RNIB](#) has guidance on how to draft this.

*There is guidance on how to add alt text, according to social media platform at the end of this document.*

### **Newsletter copy example:**

We understand that Caring is Personal.

Right now, many in our community are supporting a loved one with their health, mobility or everyday needs. In fact, almost 30,000 Croydon residents care for someone, but most go unsupported.

If you're supporting someone, we won't tell you what to do. But there is a helpline that offers practical advice on how to access support that you might not be aware of - like respite care or help navigating the system.

One phone call connects you to a real person who listens and understands. No forms. No judgement. Just a conversation to help you keep doing what you do – with support.

We understand that Caring is Personal. Call Carers First Croydon: 0300 303 1555 or find out

more at [www.carersfirst.org.uk/caringispersonal](http://www.carersfirst.org.uk/caringispersonal)

### **Whatsapp message examples:**

We understand that Caring is Personal.

If you're supporting someone, we won't tell you what to do. But we can help you find additional support you may not know existed.

No forms. No judgement. Just a conversation to help you keep doing what you do – with support. Carers First Croydon 0300 303 1555.

Let's talk.

Caring is personal, so we won't tell you what to do.

But there is a helpline you can call for straight-up support - from navigating the system to organising respite care.

Carers First Croydon 0300 303 1555

Real person, real help. One call.

### **Instagram post example (using provided imagery) V1:**

Caring is personal, so we won't tell you what to do. But we could help you find support you

didn't know existed. One quick phone call could connect you to a real person who listens and understands.

No forms. No judgement. Just a conversation to help you keep doing what you do – with

support.

Call Carers First Croydon: 0300 303 1555

[www.carersfirst.org.uk/caringispersonal](http://www.carersfirst.org.uk/caringispersonal)

#CroydonCarers #CaringIsPersonal

#SupportForCarers #CarersFirst

#CarersMatter

### **Recommended alt text to help with accessibility and for people using screen readers:**

An older person wearing glasses and a headband is being gently helped into a plaid jacket by a younger person in a cosy home setting. Shelves and decorations are visible in the background.

Overlaid text reads: "Caring is personal. So we won't tell you what to do. But we can help you

find respite care to give you time for yourself."

### **Instagram post example (using provided imagery) V2:**

We understand that Caring is Personal. Many in our community are supporting someone with their health, mobility or everyday needs.

By calling the Carers First Helpline, they won't tell you what to do, but they could help you with:

- Practical advice
- Taking a break
- Local community groups

Call: Carers First Croydon 0300 303 1555

[www.carersfirst.org.uk/caringispersonal](http://www.carersfirst.org.uk/caringispersonal)

#CroydonCarers #CaringIsPersonal

#SupportForCarers #CarersFirst

#CarersMatter

Recommended alt text to help with accessibility and for people using screen readers:

An older person wearing glasses and a purple shirt is being supported to walk by a younger person with headphones around their neck, smiling. They are in a warmly lit room. Overlaid text reads: "Caring is personal. So we won't tell you what to do. But we can help you discover support you may not be aware of."

### **Facebook / Nextdoor post example (using campaign imagery):**

Caring is personal, so we won't tell you what to do.

But by making one simple phone call you could speak to a real person who listens and understands.

No forms. No judgement. Just a conversation to help you keep doing what you do – with support.

Call: Carers First Croydon 0300 303 1555

[www.carersfirst.org.uk/caringispersonal](http://www.carersfirst.org.uk/caringispersonal)

#CroydonCarers #CaringIsPersonal

#SupportForCarers #CarersFirst

Recommended alt text to help with accessibility and for people using screen readers:

A person wearing glasses is getting help from another individual looking at a document together. Overlaid text reads: "Caring is personal. So we won't tell you what to do. But we can help you discover support you may not be aware of."

### **X example (using campaign imagery):**

Caring is personal. So we won't tell you what to do. But one simple call could help you discover respite care when you need it.

No forms. No judgement. Just a real conversation to help you keep doing what you do - with support.

Carers First Croydon: 0300 303 1555

[www.carersfirst.org.uk/caringispersonal](http://www.carersfirst.org.uk/caringispersonal)

#CroydonCarers #CaringIsPersonal

#SupportForCarers #CarersFirst

### **Recommended alt text to help with accessibility and for people using screen readers:**

Two adults walk up a staircase together. The older adult holds the handrail while the younger adult supports them by holding their arm.

Overlaid text reads: "Caring is personal. So we won't tell you what to do. But we can help you discover support you may not be aware of."

### **Guidance on adding alt text:**

#### **X / Twitter**

1. When composing a tweet, click the photo icon to upload your image.
2. Once the image is uploaded, click "Add description" in the bottom right of the image.
3. Enter your alt text (up to 1000 characters).
4. Click "Save", then post your tweet.

#### **Facebook**

1. Upload your image in a post.
2. Once uploaded, click the three dots on the image and select "Edit Alt Text."
3. Facebook auto-generates alt text, but you can replace it with your own.
4. Enter your description and click "Save."

You can also edit alt text after posting by clicking on the image and selecting "Options."

## Instagram

1. Upload your image and proceed to the caption screen.
2. Tap “Advanced Settings” at the bottom.
3. Tap “Write Alt Text” under Accessibility.
4. Enter your description and tap “Done.”

To edit after posting:

- Go to the post, tap the three dots, select “Edit,” then tap “Edit Alt Text.”

## LinkedIn

How to add alt text:

1. Start a post and upload your image.
2. Once uploaded, click “Add alt text” below the image.
3. Enter your description (max 120 characters).
4. Click “Done.”