



Pledging to be (Human)Kind



Caroline Icke and Tom Webster-Deakin

Who are we?

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HumanKind at Calke

Exploring stories of isolation and loneliness, kindness and compassion.

Can cultural organisations play a role in tackling modern-day loneliness?

The Pledge Wall

Can we use our social media to encourage acts of kindness?



What did we do?

Consulted on the best pledges

Planned pledge activity

Posted one pledge per week
on all three channels
regionally and at property

LOOK
AFTER YOUR
WELLBEING

SMILE



National Trust in the Midlands

Published by Tom Webster-Deakin [?] · 10 September ·

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Smiling makes you and those around you feel better.

So this week, inspired by HumanKind at National Trust Calke Abbey we're pledging to smile a bit more.

We'd love to hear what makes you smile. Are there people, places or things that always bring a smile to your face?



What went well?

Posted every week

Some good engagement – especially on property channels

Internal interest

What was difficult?

Distance

Time

Deciding what to do

Challenging feedback

Keeping going



National Trust Calke Abbey

Published by Caroline Elizabeth Icke (?) · 3 September · 🌐



This week, we're continuing our pledges to be kind, inspired by Humankind at Calke. As well as other people, it's important to be kind to yourself, so we're pledging to look after our wellbeing 😊

Research suggests there are 5 ways to wellbeing:

- Connect with others
- Be active
- Take notice of the small things around you
- Keep learning
- Give support to someone else

Will you pledge to do one of these five things this week? Keep an eye out as we share our personal pledges – and let us know what you're doing to look after your wellbeing.





What did we learn?

This stuff is *hard*

Worked better at property
than region

Important to match the
expectations of your
supporters

Next steps

Continue at Calke

Continue to share internally

Train more property staff

Back to Backs...?



NTMidlands
@NTmidlands



Donating food is a simple way to spread joy and make someone's day a little easier.

We'd love to hear how someone has helped you out – from popping over with some milk to cooking an extra cottage pie.

Share your stories of kindness here.

[#YourCalke](#) [#donatefood](#)



6:54 PM · Aug 27, 2019 · [TweetDeck](#)

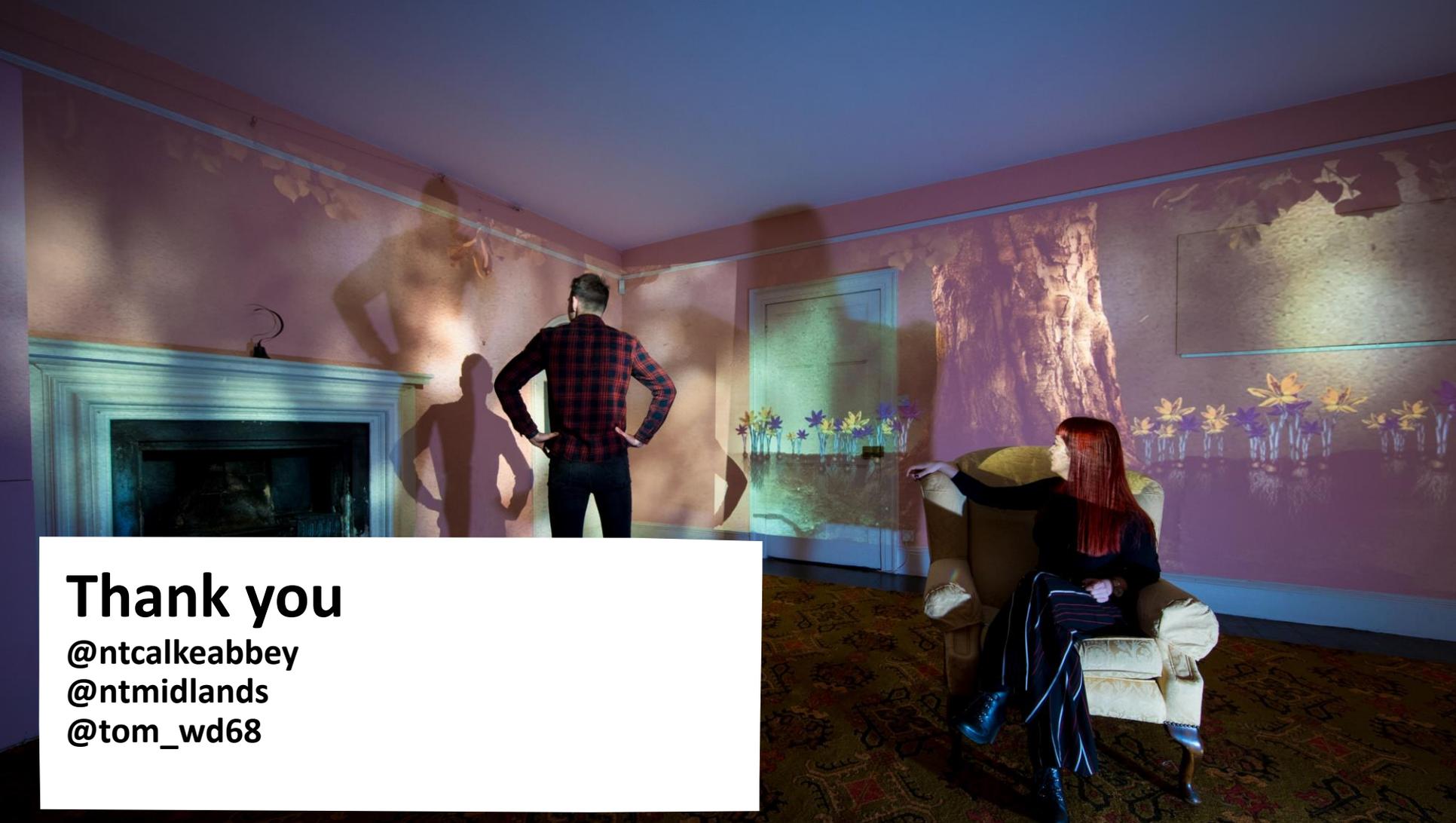
Key take-aways

Our audience does respond to content that matches their values.

We should do more of this.

It's not “one size fits all”.





Thank you

@ntcalkeabbey

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