



NATIONAL FRIEND CHECK-IN DAY

FEBRUARY 20, 2026

CAMPAIGN TOOLKIT





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NATIONAL FRIEND CHECK-IN DAY

ABOUT THE DAY

National Friend Check-In Day is observed on February 20th to remind everyone of the importance of checking in on the people we care about.

Friendship is powerful, and the simple act of checking in on a friend can make someone feel seen, supported, and valued. This day encourages individuals, organizations, and communities to reach out, connect, and strengthen bonds of support.





PURPOSE OF NATIONAL FRIEND CHECK-IN DAY



The purpose of National Friend Check-In Day is to:

- **Raise awareness about the power of connection**
- **Encourage intentional check-ins with friends and loved ones**
- **Reduce emotional isolation by inspiring simple acts of care**
- **Equip individuals and groups with tools to promote meaningful connection**





WAYS TO GET INVOLVED

Anyone can participate in National Friend Check-In Day through simple, intentional acts of care:

- Send a message to a friend you haven't connected with in a while
- Call or voice-note someone you care about, just to check in
- Share a social post encouraging others to pause and check in on their friends



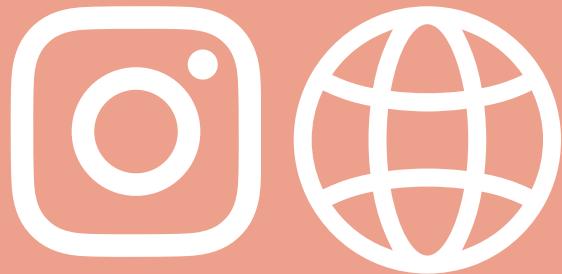


SOCIAL MEDIA TOOLKIT



SOCIAL MEDIA POSTING GUIDELINES

- Choose a graphic or template from the toolkit folder
- Post on February 20th
- Tag @NationalFriendCheckIn
- Use the hashtag #FriendCheckIn
- Encourage others to participate by sharing or tagging a friend



Instagram: [@NationalFriendCheckIn](#)
Website: [Social Media Posting Guidelines](#)

SAMPLE SOCIAL MEDIA CAPTIONS

- “Today is National Friend Check-In Day. Take a moment to reach out to someone you care about. #FriendCheckIn”
- “A simple message can make a difference. Let’s normalize checking in. #FriendCheckIn”
- “Connection is an act of care. Join us for National Friend Check-In Day. #FriendCheckIn”

SHAREABLE QUOTES

- “Sometimes a check-in is all someone needs.”
- “Connection is an act of care.”
- “Checking in is a form of love.”
- “A simple message can change a day.”
- “Reach out – it matters more than you know.”

