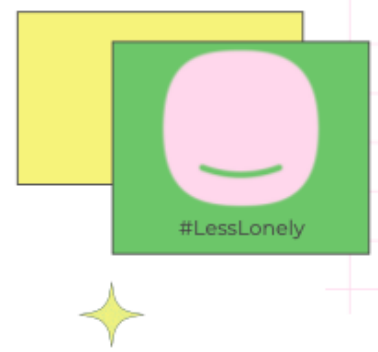


LESS LONELY



ABOUT THE LESSLONELY PROJECT

The [LessLonely Project](#) is a social media campaign led by and for Gen Z that destigmatizes loneliness, raises awareness about the impact of loneliness on youth, and provides simple tools to cultivate greater connection to oneself and others. Spreading through a distributed network of content creators and amplifiers using the hashtag #LessLonely, we will normalize conversation about loneliness and increase access to channels for building connection and resources for support.

Launching in collaboration with [GivingTuesday](#) tomorrow, November 30, the LessLonely Project highlights the power of generosity to build connection. On a day when the world is encouraged to come together and give back, you can help yourself and your community by amplifying the #LessLonely campaign. Below are ways to join the campaign, including assets to amplify and prompts for creating your own content. We want to highlight a diverse range of voices and viewpoints and would love to have you create content that reflects your community's unique experiences.

The LessLonely Project is an initiative of the Belfer Center for Innovation and Social Impact at the 92nd Street Y, a world-class cultural and community center based in New York City, and executed in collaboration with incredible organizations like yours. To join the campaign, please sign up [here](#).

**WE ALL FEEL LONELY SOMETIMES, BUT WE'RE NOT ALONE.
IT'S TIME TO START A GLOBAL CONVERSATION ABOUT
LONELINESS.**

[#LessLonely](#)
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HOW TO PARTICIPATE

Starting tomorrow, Tuesday, November 30, show your support by:

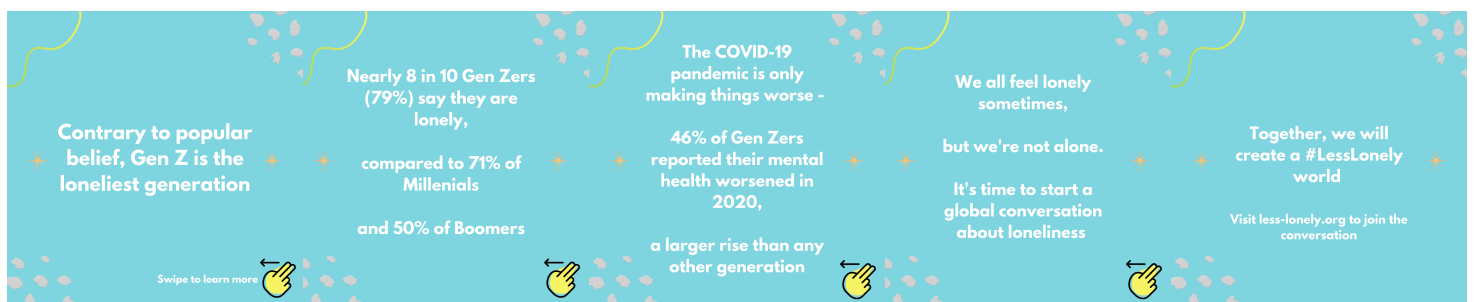
- Posting your own #LessLonely content on TikTok, Instagram, Facebook, and Twitter. You can find creative prompts for content [below](#)
- Amplifying #LessLonely [graphics](#) on social media
- Sharing [videos](#) created by our Gen Z content creators on social media
- Liking, commenting, sharing, and saving #LessLonely content on TikTok, Instagram, Facebook, and Twitter
- Sharing a link to the [#LessLonely Resource Guide](#)

This is an ongoing conversation so we encourage you to continue posting using #LessLonely after November 30. We'll have additional activations in December and beyond — we'll keep you updated!

AMPLIFY CONTENT

Please post the graphics and videos below, made by Gen Z content creators, to amplify the campaign. Please post the website (less-lonely.org) and #LessLonely in your caption. To download content, click on the links below.

[#LessLonely Infographic](#)



#LessLonely

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LESS LONELY

[Lonely Doesn't Last \(MP4\)](#)



[#LessLonely Carousel](#)

<p>What animal are you when building connections?</p> <p>LESS LONELY</p>	<p>Calm Chameleon</p> <p>You don't like to draw much attention to yourself and making connections doesn't come easily to you, but you still like to be included.</p>	<p>Kind Koala</p> <p>You are open and willing to make new connections but you usually wait for the other person to begin the conversation.</p>	<p>Loyal Lion</p> <p>You are very selective of who you interact with but you know that your small circle is trustworthy and dependable.</p>
<p>Dandy Dolphin</p> <p>Your friendly and talkative spirit inspires trust and helps others gravitate towards you.</p>	<p>Busy Bee</p> <p>You are always in the game to make new connections. You do your research every time and make the most out of every opportunity.</p>	<p>Mischevious Monkey</p> <p>No matter how long the shot or how risky the opportunity, once you've set your mind on a connection, you don't let anything stand in your way.</p>	<p>LESS LONELY</p> <p>less-lonely.org</p>

[#LessLonely](#)

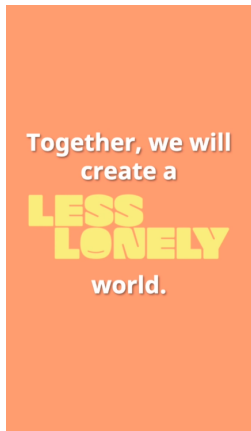
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#LessLonely TikToks

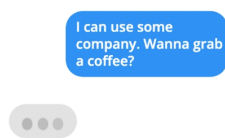
[Video 1](#)



[Video 2](#)



[Video 3](#)



[Video 4](#)



[Video 5](#)



CREATE YOUR OWN CONTENT

Make your own #LessLonely content using the prompts below. Tomorrow, November 30, post on TikTok and/or Instagram using the hashtag #LessLonely.

- **Record a #LessLonely Solo Adventure:** Alone does not always mean lonely. Narrate a montage of your favorite solo activity and post it using #LessLonely
- **Help your friends feel a little #LessLonely:** Dedicate a TikTok montage to your favorite person and why they help you feel #LessLonely. Use the hashtag and tag your friend to lift their spirits!
- **Introduce yourself to the #LessLonely community:** Post an “about me” video using #LessLonely. Browse the hashtag to comment, duet, and interact with others joining the #LessLonely campaign

[#LessLonely](#)

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- **Start a #LessLonely Conversation:** Let's talk. Answer one of these questions through a video and post it using #LessLonely
 - Q1: What do you do to feel LessLonely?
 - Q2: How do you find connection to something greater than yourself?
- Use [shareable #LessLonely graphics](#) to help design your post

Our Messages

It's important to talk about feeling lonely to destigmatize the topic among youth. We will normalize the experience of loneliness, illustrating how:

- We all feel lonely sometimes, and that is okay
- We all react differently to feeling lonely
- Being alone is not the same as being lonely; it's great to enjoy spending time alone

Once we feel safe to talk about loneliness, it's easier to find connection. We will offer resources to help youth:

- Build deeper connections with the people in their lives
- Create new connections
- Connect to something greater (spirituality, purpose/advocacy, nature)

[#LessLonely](#)

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#LESSLONELY RESOURCE GUIDE

Visit the [#LessLonely Resource Guide](#) and find simple tools to help you navigate loneliness and increase opportunities for connection.

EMERGENCY RESOURCES

If you or someone you know is in immediate danger, call emergency services (911 in the U.S./Canada, 999 in the U.K.).

If you or a friend are struggling with mental health, know that you're not alone. We have a whole list of resources here to support you, including:

[National Suicide Prevention Lifeline](#)

1 800-273-8255 / [LifeLine Chat](#)

[Crisis Text Line](#)

US and Canada: Text HOME to 741741 / [Whatsapp](#) / [Español](#)

[TrevorLifeline](#)

Call: 866-488-7386 / Text: "START" to 678678 / [Chat With a Counselor](#)

[Trans Lifeline](#)

US: Call 877-565-8860 / Canada: Call 877-330-6366

[LGBT National Youth Talkline](#)

Call: 1-800-246-7743

[Teen Line Online](#)

Call: 800-852-8336 / Text: "TEEN" to 839863

[The JED Foundation](#)

Call: 1-800-273-TALK (8255) / Text: "START" to 741-741

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IN COLLABORATION WITH



About the Belfer Center for Innovation and Social Impact

The [Belfer Center for Innovation & Social Impact](#) brings the mission of 92nd Street Y to the world. We believe that when voices are heard, communities are connected, and ideas are nurtured from the ground up, movements can grow and real change can begin. Through grassroots global initiatives, leadership programs, and civic movements, the Belfer Center has created a vibrant worldwide community built around big ideas and doing good.

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About 92Y

[92nd Street Y](#) is a world-class cultural and community center where people all over the world connect through culture, arts, entertainment and conversation. For over 140 years, we have harnessed the power of arts and ideas to enrich, enlighten, and change lives, and the power of community to repair the world.

The information contained in this toolkit is for the sole purpose of being informative and is not to be considered complete, and does not cover all issues related to mental health. This information should not replace consultation with your doctor or other qualified mental health providers and/or specialists. If you believe you or another individual is suffering a mental health crisis or other medical emergency, contact your doctor immediately, seek medical attention immediately in an emergency room, or call 911.

[#LessLonely](#)

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