

# Toolkit: Communicating Kindness

**Research shows that one of the main ways to spread kindness is to talk about it; indeed, kindness is contagious!\***

**We know people are often reluctant to talk about their acts of kindness, but it's a really successful way of inspiring others.**

## Here are some ways you could share your kindness activities:

- Use social media to update people on what you've done; pictures work especially well (be sure to get relevant permissions).
- Tell your family, friends or colleagues what you're doing, and invite them to join in.
- Leave a 'Kindness Card' behind after your act; it might inspire others to pass the kindness on: <https://www.randomacts.org/resources/>
- Focus on the effect the act of kindness had on you; it can feel less scary and it demonstrates how kindness benefits everyone involved.
- Still unsure about talking about what you've done? Let us know what you've been up to and we could tell the story for you: <https://www.randomacts.org/share-your-kindness/>
- Consider becoming a Kindness Hero. Take part in mini challenges and earn virtual prizes as you go; this may encourage your more competitive friends to get involved too! <https://www.randomacts.org/kindness-heroes/>
- Need inspiration? See how we talk about acts of kindness at: <https://www.randomacts.org/news/>

## Remember:

The more you talk about the kind things you've done, the more other people will think they can do it too!

\*as cited in research study "Kindness Contagion"

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