



IFIXIT

#FixAtHome Campaign

Fixing the isolation blues together



Campaign Idea

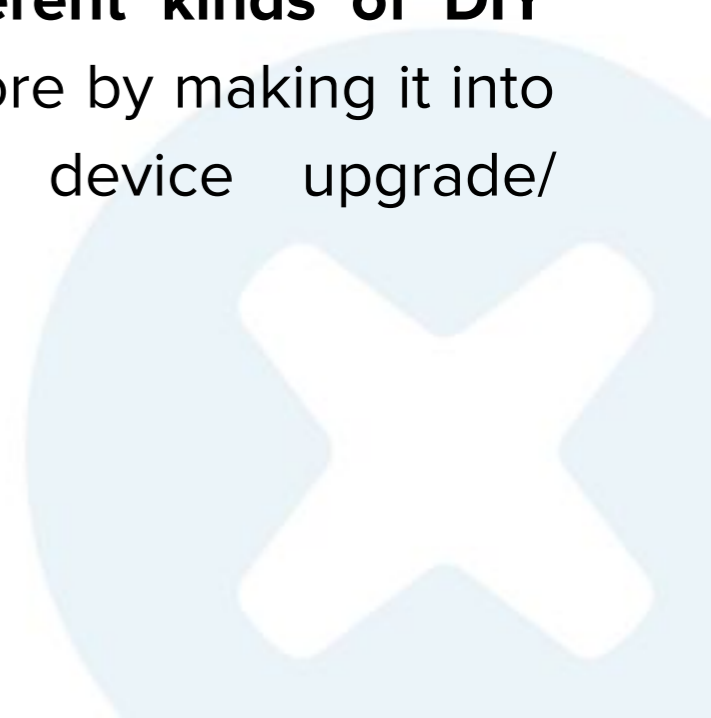
COVID-19 forces people to #StayAtHome, and this state of self-isolation is not only unusual, but also hard to bear for some. We'd like to inspire people to make good use of the current situation by fixing the things they own—because the more people are at home, the more things are likely to break.

Fixing stuff is [good for the environment](#) and more engaging than watching hours of Netflix (at some point)—and we're hoping that sharing the little victories and excitement can bring us closer together during this difficult time.

That's why iFixit is running a **hashtag campaign on social media**, together with other companies, organizations, and fixers: **#FixAtHome**. Our goal is to empower and motivate people to start a personal repair/DIY challenge and share their stories with the online world. 🛠️ **We're in this boat together. Let's make/create/fix the best out of it!**

What's fixing at home about?

- **Taking care of things in your home (office)** that don't work well and thus threaten your inner peace (e. g. dripping water taps, creaking doors, squeaky chairs, cracked screens, weak batteries/slow devices). Now's the time for all the repairs you've been procrastinating on!
- Getting the things you need to take up new hobbies—or revive old passions!—in good shape (e. g. musical instruments, kitchen appliances, gardening equipment).
- Creatively utilizing the stuff you already have through **different kinds of DIY projects**—for example upcycling a device you don't use anymore by making it into something else, or embarking on an unconventional device upgrade/refurbishment.

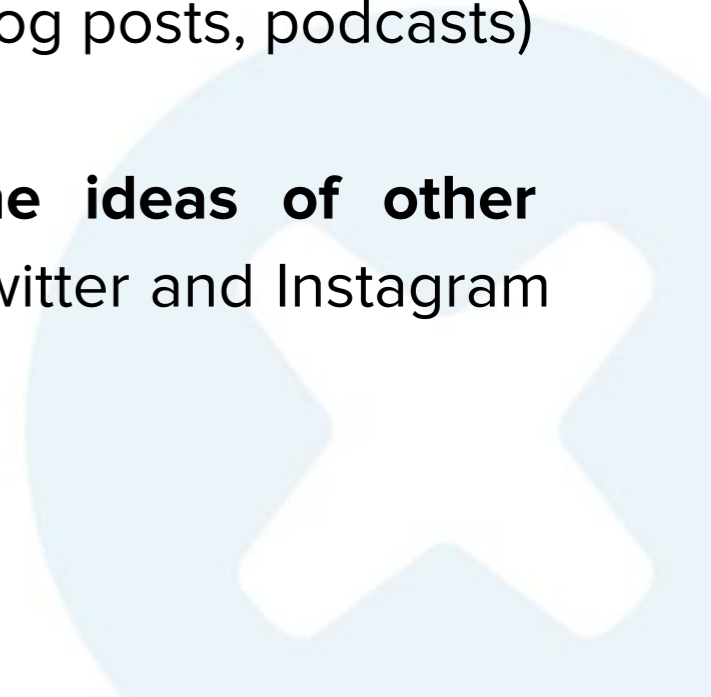


What can you do to support this campaign?

The #FixAtHome campaign is running on **Twitter** and **Instagram**. You can contribute by **sharing social posts** with the hashtag on these platforms. In order to create them, you can either use the taglines and graphics below, or come up with your very own #FixAtHome content. You can **post as much as you like!** Some places to get started:

- Repairs/projects/builds you're currently working on at home
- Instructions for projects that can be done at home
- Fixes that involve the use of your products
- Food for thought: Why repair is a good thing (e. g. evergreen blog posts, podcasts)


The more diverse the content is, the better! To **support the ideas of other contributors**, we suggest to follow the hashtag #FixAtHome on Twitter and Instagram and reshare/retweet the posts you like. 😊



When's the time to start posting?

The campaign will be launched on **Wednesday, April 1** and run **until Wednesday, April 15**. Help us spread the #FixAtHome word as loudly as you can by sharing a post on April 1, too.

Your kick-off post could be introduced like this, but doesn't have to: "Time to fix those isolation blues—we're getting creative! iFixit asked us to join their #FixAtHome challenge, and we're all-in for some at-home repairs."

We'd love for you to **tag us** in your #FixAtHome posts so we get notified!  On Twitter, we're [@iFixit](https://twitter.com/iFixit). If you're based in Europe, you can tag [@iFixitDE](https://twitter.com/iFixitDE) (or [@iFixitFR](https://twitter.com/iFixitFR)). On Instagram, we're [@ifixit](https://www.instagram.com/ifixit) and [@ifixiteurope](https://www.instagram.com/ifixiteurope).





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**Thanks for being part of
#FixAtHome!**

