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We're on a mission and we need your help.

On 15 April 2021, between 7 and 8pm, we want you to pick up your phone and have a proper chat. It's time for that nice weather fluff. We're talking proper chats. The overdue catch-ups. Those needed check-ins. After all a good old chinwag can mean the world.

We know that sometimes our phones can make us feel a tad disconnected, but they can make us feel gloriously connected too. So this one's on us. Calls and SMS messages to any UK number or network during this hour will be free*.

So pick up that phone and lift someone's spirit. Let's make this Britain's least lonely hour. Can't wait to chat folks. It's been ages.



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It'd be marvellous if you helped us spread the word on Twitter. Click the image above to let your friends and family know you'll be around for a proper chit-chat.

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It can feel daunting to reach out to someone, especially if it's been a while. If you fancy a few tips, we asked relationship therapist Simone Böse to share some wisdom.

[Simone's top tips](#)



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Do these stats surprise you? Sometimes we can all be a little guilty of hurrying through a conversation. But don't you worry folks. We're planning on using our full hour on Thursday 15 April to have a proper chat. We're properly excited. Hope you are too.

Speak soon,
giffgaff

*During the free hour on 15th April between 7-8pm, calls and SMS to premium rate and international numbers are not included. Calls and SMS beyond 8pm will be charged at standard rates. giffgaff terms, including goodybag exclusions, apply to all members.

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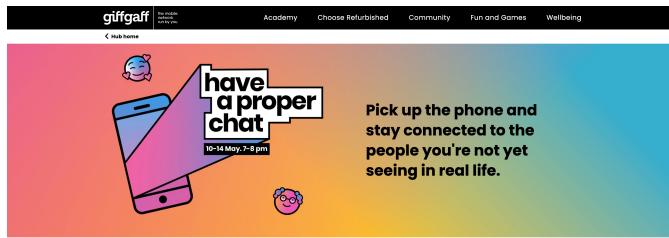
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We wanted to help members connect with their loved ones by having a good old chit-chat, so on Feb 18, between 6-7pm we gave our members free UK standard calls and texts to all standard UK numbers.

We also created an animated film, above, that highlights the positive impact having a proper chat can have on you – how it can lift your spirits and flood your brain with oxytocin – better known as the love hormone.

Our mission to help address loneliness is ongoing. That's why after the success and great feedback from people like you – we're having proper chats on us a regular thing in March and April.

And now with lockdown measures slowly being eased across the nation – we want to make sure we're still making time for these proper chats.

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Pick up the phone to make this the least lonely hour in Britain.

We're going to make Have a Proper Chat a more regular thing, we want you to pick up the phone and have a proper chat. Let's help make this Britain's least lonely hour. A good old chinwag can make us feel gloriously connected, but we realise it could also leave us feeling daunted. Especially if you haven't spoken to someone in a while. So we've asked relationship therapist Simone Rose to give us her top five tips to get chatting:

- 1 If you are worried about how to start then have some current event stories in mind that you can talk about with whoever you are talking to, but also make sure you aren't picking insensitive topics that may make the other person uncomfortable.
- 2 It's a balance. Remember to share some of your thoughts and feelings and find things you and the person you're chatting to can connect on. People will feel closer to you if you're more vulnerable in the conversation and means they're more likely to open up.
- 3 Enjoy and be present in your conversation. The best way to engage fully is to really listen and be interested in what the other person is saying, and not spend time thinking about what you are going to say next.
- 4 Consider the amount of time available and where you are when you are having a conversation. If you are going for a nice walk and have the time to talk, then you can chat about deeper subjects. If you are having a short but sweet chat to say hi to someone then keep it lighter.
- 5 Picking up on cues from the other person is important, so make sure you're actively listening to what they're excited to talk about, what's important to them or upsetting them. Noticing the inflections, pauses, and emotion in their voice, is a really good way to pick up on things which the other person will like to talk about more.

You can find out more about our Have a Proper Chat campaign [here](#).

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have a proper chat
10-14 May, 7-8 pm

Top 5 Tips to keep having those proper chats

As our lives become less restricted with lockdown easing, lots of people are potentially getting busier. But what will that mean for the good habits we've created in the past year – for those proper chats we've been having? We spoke to behavioural psychologist, Jo Hemmings who's shared some top tips on how we can keep those meaningful connections alive and make sure we're making time for people we can't yet see in real life.

- 1 Our chats with friends and family – whether by text or phone – have kept many of us going during lockdown, combatting our sense of loneliness or isolation. Once we get out and about more, and begin meeting in person, it can be easy to lose touch with those very people who mattered so much to us on a one-on-one basis during the last year. To avoid this pitfall, make a mental note to maintain some of those proper chats. It's an excellent psychological bridging gap between full lockdown and complete freedom.
- 2 If you have felt comforted, reassured and less lonely during lockdown because of those chats, then it's a certainty that your friends and family – even those valued work colleagues you haven't seen for ages – will have felt the same way. Not everybody can get out as much as others, and some will simply find it more difficult to adjust to our renewed freedoms. People often don't want to admit that they have some degree of FOGO (Fear of Going Out), so make sure you don't neglect those who may not be able to embrace their new freedoms in the same way that you can.
- 3 Sharing on social media or messaging groups has often been seen as 'humble bragging' in the past – showing off about what we have done and where we have been. Without those 'opportunities', we can reclaim the word 'share' in its purest sense. Sharing advice and support, kindness and empathy can all be done by having a chat.
- 4 Becoming an effective listener is as important as talking. Hearing and understanding what a friend or family member is saying, showing interest in their concerns and providing feedback and asking open ended questions – but without judgement or your opinion, unless you are asked specifically to do so – can make someone feel really valued and much less isolated.
- 5 Much of our sense of loneliness and isolation over the last year has come from anxiety. We've found these high levels of the hormones cortisol and adrenalin hard to self-regulate due to uncertainty and a lack of control over what is happening in the outside world. Ringing up a friend or family member for a spontaneous chat, can often not just feel good for them, but also for you by showing an act of kindness. And that conversation will release a mood boosting hormone known as dopamine, which will make you both feel better. So, reaching out via a chat – whether we're living under social restrictions or not – is a win/win situation for everyone.

You can find out more about our Have a Proper Chat campaign below.

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<p class="gg-u-text-speak gg-u-mb-medium gg-u-mt-medium">At last, life's simple pleasures are returning. We're talking real life catch-ups, (frighteningly) overdue haircuts, cold drinks in the park, hot popcorn in the outdoor cinemas.
<p class="gg-u-text-speak gg-u-mb-medium">But whilst many of us head back out, lots of us will be staying in – all go at different paces. And it's got us thinking. Is there a way to keep everyone connected? We loved hearing stories of friendships developing, relationships tightening and communities forming. These meaningful connections powered us through lockdown and it'd be a shame to now see them fizzle out.
<p class="gg-u-text-speak gg-u-mb-medium">That's why we're giving away lots of free* minutes for calls and texts between 7-8pm from May 10th-14th to have a proper chat. Pick up the phone and call someone you've been meaning to meet just yet in real life. Whether it's gossiping with a pal who lives on the other side of the river or sharing your nan (for some of that legendary "nan-sense"), chat properly and chat joyously. Add it to your calendar after your garden get-together. This one's on us. Let's keep the chit-chat flowing.
<p class="gg-u-text-whisper"><b>During the free hour between 7-8pm on 10th-14th May 2021 inclusive, calls and SMS to premium rate and international numbers are not included. Calls and SMS beyond 8pm will be charged at standard rates. giffgaff terms, including goodybag exclusions and fair usage policy, apply to all members.</b>
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<div class="gg-u-readable-width gg-u-m-auto">
<p class="gg-u-text-speak gg-u-mb-medium gg-u-mt-large">To help us spread the word and get people chinwagging, click on the image above to let those people you connected with during lockdown know you're still around for a proper chat.
</div>
<a href="https://www.giffgaff.com/free-sim-cards" class="gg-c-btn gg-c-btn--center">
<span class="gg-c-btn__switch">Need a SIM? Get it here</span>
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<p>If I can feel daunted to reach out to someone, especially if it's been a while. If you fancy a few tips, we asked relationship therapist [NAME] to share some wisdom.</p>
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<p class="gg-u-text-speak gg-u-mb-medium gg-u-mt-medium">Many of you might remember when we first launched a Proper Chat in February, during our third and perhaps toughest lockdown, to help tackle isolation and loneliness.
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