

Campaign Pack

for B2B social enterprises

The Buy Social for a better world campaign is a campaign increase awareness and support for social enterprises. The activity takes place over the week from 7-12th October, with Wednesday 9th October the day we will be focussing on the impact delivered when businesses Buy Social.

The aim of this campaign is to build markets for social enterprises by making the simple link between Buying Social and creating a positive impact.

This campaign pack provides you with ideas and resources for taking part in the campaign. Downloadable materials are available at socialenterprise.org.uk/forabetterworld



For A Better World

Be a part of the campaign

Make sure your social enterprise is part of the biggest Buy Social campaign. Take a look at the ideas below.

Share on social media



An easy way to get involved with the campaign and make some noise about your social enterprise is on social media. Shout out about the impact that you can create when people Buy Social. You can download a simple social media template and sample social media content on the website.

Change your social media profile picture

Let's flood social media with the Buy Social badge for the week to encourage people to ask what it is all about.

Get your customers involved

Ask your customers to take to social media to talk about the impact that they are supporting you to deliver. Help them by providing some simple posts they can easily share. Download the template email provided on the website to edit and send to your customers.

Promote what you're doing

Use the opportunity of taking part in a nationwide campaign to feature in the press. This is a great time to go out to your local media to let them know about the impact you are creating. Download the template press release on the website to edit and send to your local press.



Top Tip



Remember to use and the #BuySocial hashtag on social media so we can share your stories!



Top Tip



Download and edit the template press release provided on the website to send to your local media.

Tell your staff why you're involved

Buy Social for a Better World is the perfect chance to talk to your staff about why being a social enterprise is important to you. You can download our staff induction videos created by Michael Sheen and Chris Addison and make some time during the week to share them with your team *Exclusive to SEUK members*

Buy Social!



Support other social enterprises by buying from them and encourage your employees to do the same! See the new platform (launching on 7th October) to search for social enterprises near you.



For A Better World

