

Campaign Pack for social enterprises delivering public services

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

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 Thursday 10th October the day we will be focussing on the impact delivered when Public Sector bodies Buy Social.

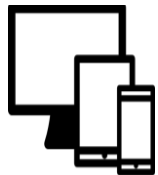
The aim of this campaign is to build markets for social enterprises by making the simple link between Buying Social and creating a positive impact.



for a Better World

Be a part of the campaign

There are plenty of ways for you to get involved with the Buy Social for a Better World campaign. Check out some of the options below:



Tag your MP on social media

An easy way to get involved with the campaign and make some noise about the impact that your social enterprise is delivering is to post about it on your social media channels. Tag your local MP to let them know the impact you are creating in their constituency so they can support your local Council to Buy Social. You can download sample social media content on the website.



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***

Top Tip

Download suggested social media plan on the website and remember to use the #BuySocial hashtag!



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.



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.

Top Tip

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



Any questions?

Get in touch at info@socialenterprise.org.uk

socialsaturday.org.uk



Department for Digital, Culture, Media & Sport



Social Enterprise UK