

Campaign Pack for consumer facing social enterprises

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 aims to increase awareness and support for social enterprises. The activity takes place over the week from 7-12th October, with Friday 11th and Saturday 12th October the days that we will be focussing on the impact delivered when consumers 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 campaign. Check out some of the options:



Share on social media

An easy way to take part in the campaign and to demonstrate the impact of Buying Social is to join in on social media. See the suggested social media content on the website which clearly demonstrates your social impact in a simple way that you can share via your channels to show your support for the campaign. Don't forget to remind them to look out for the exciting Augmented Reality campaign in the Co-op so they can get their virtual selfies with Michael Sheen, Caitlin Moran, Chris Addison or Sali Hughes!



Talk to your existing customers and staff

Use your website and newsletters to tell people about the impact that they are helping generate when they Buy Social and how they could increase that by buying from other social enterprises. Download the template letter provided on the website to send your customers and ask them to get involved!

Do this by sharing the following resources with them:

- A [message from Michael Sheen and Chris Addison](#) on how social enterprises are going to save the world
- The brand new [Online Marketplace](#), which showcases a selection of fantastic social enterprise products (launching on 7th October)
- Send them down to the Co-op to check out the Augmented reality messages on the Buy Social products!

Change your social media profile picture

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

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.



Seek press coverage

Use the campaign as an opportunity to talk about the lives you are changing through your organisation and how your customers can help you create more. Download the template press release on the website.



Top Tip

Make sure to use the **#BuySocial** hashtag to join the conversation!



Top Tip

On Friday 11th and Saturday 12th we are celebrating the impact that businesses can have when they Buy Social. Make a lot of noise on this day!



Write a blog

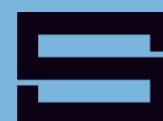
Put together a short blog about how your customers allow you to deliver your impact, and how they could be making even more impact by buying from other social enterprises. Share it through your website, newsletters and on your social media. Let us know if you've written one so we can share it too!



Socialenterprise.org.uk/buysocial



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