

#WhoKnew – Social Enterprise Day, 21st November 2019

Information for Universities

Background

In 2016, Social Enterprise UK launched the #WhoKnew campaign to celebrate Social Enterprise Day.

#WhoKnew is a digital campaign designed to give social enterprises the chance to tell their stories, to show what makes them different from traditional businesses and to shout about the impact of their work. It is also an opportunity for universities to raise awareness about how they support social enterprises through teaching the next generation of social entrepreneurs, supporting the growth and development of these businesses and also through bringing social enterprises into their supply chains.

e.g. #WhoKnew... buying coffee from Change Please gives jobs to homeless people

In 2018, with the support of organisations around the world, **over 400 organisations across 27 countries** took part sharing pictures of service users and staff holding up signs to promote their business across social media. The campaign had a Twitter reach of **5.9 million** and was trending in the UK.

Social enterprises used the day to take their message out to a wider audience. They talked about their impact, both as an organisation and as individual staff members, and about what makes them different - their workforce, structure and leaders, or what they do with their profits.



Businesses that work with social enterprises also used the opportunity to highlight their positive and productive working relationships with social enterprises, and the wider social impact that they are able to generate through these partnerships.

This year Social Enterprise Day falls on **Thursday 21st November**. We will be running #WhoKnew once again this year to support more social enterprises and their partner organisations to share their stories and to reach out to a bigger global audience.

This marketing pack is designed to make it easier for you to share content about the campaign and to take part.

Taking part couldn't be easier. All you need to do is follow these steps:

1. Download your editable sign here - <https://www.socialenterprise.org.uk/socialenterpriseday/>
2. Write your message and take a photo!
3. Once you've taken your photo share it on Twitter, Facebook or Instagram on Thursday 21st November using #WhoKnew and #SocialEnterpriseDay.
4. Once you've taken your picture, take another one! There's no limit to the amount of posts you can share.
5. Your images will then be added to a global album hosted on Flickr and Facebook

Last year hundreds of organisations took part. To see some of the pictures from last year and to get some inspiration visit our [2018 #WhoKnew photo album](#).



What kind of #WhoKnew pictures can we take?

1. Use your #WhoKnew poster to talk about how you support the next generation of social entrepreneurs. You could even take a photo of your students holding up #WhoKnew posters. Messages could be along the lines of:

#WhoKnew that at [name of university] we're supporting the next generation of social entrepreneurs develop their ideas and create the ground-breaking #socent of the future #SocialEnterpriseDay

#WhoKnew at [name of university] we offer a course in social entrepreneurship to inspire the next generation of social enterprise leaders #SocialEnterpriseDay

2. If you have a procurement policy around ethical sourcing and are committed to buying from social enterprises use #WhoKnew as a chance to shout about it!

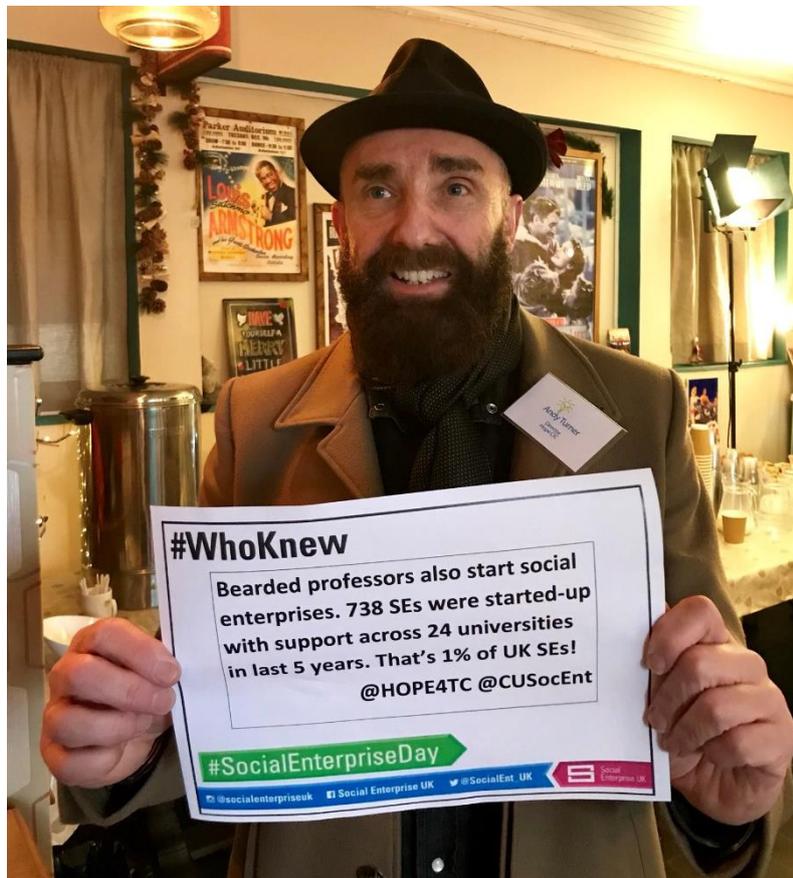
#WhoKnew that at [name of university] we're committed to buying from social enterprises – businesses which trade for a social purpose #SocialEnterpriseDay

3. Use your picture to talk about the goods and services you buy from social enterprises i.e.

#WhoKnew that through purchasing our stationary from a social enterprise we are helping lift women out of poverty through funding micro-finance projects #SocialEnterpriseDay

#WhoKnew our office coffee is helping fund sustainable jobs for the homeless #SocialEnterpriseDay

#WhoKnew the water in our cafes was funding clean water projects worldwide #SocialEnterpriseDay



Frequently Asked Questions

Why should I get involved?

#WhoKnew is a great way to celebrate Social Enterprise Day and spread the word around the world about the good that social enterprises are carrying out.

Is activity only happening on Thursday 21st November?

There will be a range of online activity happening in October, but the aim is to build momentum towards Thursday 21st November, in order to get #WhoKnew trending on Twitter!

What logos need to be on the frame?

The strength of #WhoKnew is its ability to unite a global social enterprise community in a simple online action showing the strength and scale of the social enterprise movement and as such we want all organisations taking part to have a sense of ownership over the campaign. However, since the campaign was started by Social Enterprise UK we please request that you **keep our logo** on the #WhoKnew poster. Of course, please do add your own logo to the poster as well.

Other ways of getting involved

The campaign is a great opportunity to engage the wider university community with the work that you do and the impact you are having supporting the social enterprise movement. It's also a chance to encourage students and staff to use their own spending power and make a difference through buying social:

- Encourage your students to share #WhoKnew picture with their favourite social enterprise products
- Write a blog to go in your internal newsletter or on your website about why you support social enterprises and the benefits of working with them. Or why not write a piece for the student paper about the benefits of buying from social enterprises both as an institution or as an individual.
- Share our Christmas gift guide! This will be ready in time for the #WhoKnew campaign and will be available to download here - <https://www.socialenterprise.org.uk/christmas>