

Campaign Pack

This campaign pack provides you with ideas and resources for taking part in the campaign activity.

The Buy Social for a better world campaign is a campaign increase awareness and support for social enterprises, businesses that put people and planet first. 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.

As a partner of the Buy Social Corporate Challenge, this campaign is the perfect opportunity for your organisation to show its ongoing commitment to social enterprises. It's a great chance to highlight the work you're already doing to support businesses that are giving back to society and to communicate the positive impact you're having to both your employees and customers.



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:



Talk to your staff

Use your company's intranet and internal newsletter to tell your staff about your involvement in the social enterprise sector through the Challenge. Download our suggested content for your website and newsletters [here](#). You can also encourage your staff to get involved by learning more about the sector and by buying social. 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. Or you could put on a pop up social enterprise market for them.

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 selfie with Michael Sheen, Caitlin Moran, Chris Addison or Sali Hughes!

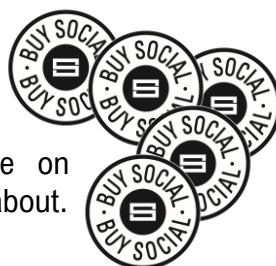


Share on social media

An easy way to take part in the campaign, to show your commitment to Buying Social and highlight social enterprises you work with is to join in on social media. See our [suggested social media content](#) that you can share via your channels to show your support for the campaign.

Change your social media profile picture

Let's flood social media feeds with the Buy Social badge on Wednesday 9th October to encourage people to ask what it is all about.



Seek press coverage

Use the campaign as an opportunity to talk about your link to the sector, the impact you are creating through your supply chains and why you feel it is important to be involved. You can find a template press release [here](#).

Top Tip

Make sure to use the #BuySocial Hashtag to join the conversation!



Top Tip

On Wednesday 9th we are celebrating the impact that businesses can have when they Buy Social. Make a lot of noise on this day!



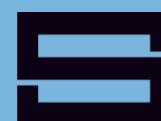
Write a blog

Put together a short blog about how your organisation is supporting the sector to grow and deliver more impact. This could be a general piece about the Challenge, a focussed piece on how the Challenge has affected staff engagement, or a case study on an organisation you work with. Share it internally and on your social media.

Socialenterprise.org.uk



Department for
Digital, Culture,
Media & Sport



Social
Enterprise UK