

# Campaign Pack for Local Authorities

This campaign pack provides you with ideas and resources for taking part in the campaign. Downloadable materials are available at [socialenterprise.org.uk/forabetterworld](http://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 7-12<sup>th</sup> October, with Thursday 10<sup>th</sup> 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:



### Share on Social Media

An easy way to get involved with the campaign and make some noise about how your Local Authority is supporting social enterprise. You can download sample social media content on the website.



### Buy social

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



### Talk to your staff

**about social enterprise**

Buy Social for a Better World is the perfect chance to talk to your staff about why supporting social entrepreneurship is important for your local authority.



## 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 by supporting social enterprises.

## Top Tip

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



## Visit a Social Enterprise



What better a way to find out about the impact that social enterprises are having than by organising a visit for councillors to see first hand. Be sure to share photos of the visit on social media.

Any questions?

Get in touch at [info@socialenterprise.org.uk](mailto:info@socialenterprise.org.uk)



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