



#BuySocial Campaign Pack for B2B social enterprises

This campaign pack provides you with the ideas and resources you need to take part in the 2020 #BuySocial Campaign
15th, 16th and 17th October 2020

2020 leaves a devastating legacy, but the global pandemic has also led to a surge in mutual aid with communities coming together, connecting with each other and helping the most vulnerable.

Social Enterprises are set up to with the sole intention to support communities, both in geographic terms as well as groups of individuals with a shared identity or challenge. Many of them responded to the crisis by adapting to the new needs of their communities, by providing food, care, advice and support, or by pivoting their business entirely whilst still continuing to support the people they were set up to help.

Social Enterprises always put the communities they support first, living their values day in and day out, and they will continue to do so long after the pandemic is over.

This October we are asking consumers, businesses and the public sector to show how they Choose Communities and #BuySocial

Be a part of the campaign

There are plenty of ways for you to get involved with this years #BuySocial campaign. Check out some of the options:

Share on social media

It's so easy to show you choose communities by following the #BuySocial and sharing on social media. **At 10am on Saturday 17th October make sure you schedule a social media post so we can Create a thunderclap moment and get the campaign trending!**

Create your own content to share on social media

Create your own content to show how when customers #BuySocial from you, they choose communities. This can include film content, social media graphics or blogs you share to showcase your work.

Promote your local impact to the press

Use our template press release to talk about the communities that you support and ask people to think about their purchasing decisions and to #BuySocial to choose communities



Top Tip

Download the [press release template](#) to send to your local media – it includes quotes from Social Enterprise UK and our campaign partners.

Top Tip

Use our [Buy Social Directory](#) to find social enterprises near you.



Buy Social!

Buy from a social enterprise! There are over 1,000 to choose from in the Directory.



Choose Communities #BuySocial 15th, 16th, 17th October 2020



SocialEnterprise.org.uk/BuySocial



Social Enterprise UK



#BuySocial Campaign Pack

Invite your local MP to visit/share a post on social about you



There were 140 new MPs in place after last year's election, make sure they know who you are and the impact you are having in their constituencies. Invite them to your social enterprise or tag them in a tweet so they can see the impact you are having.



Top Tip

Download this [template letter](#) to invite your local MP.



Top Tip

Download suggested social media content [here](#) and remember to use the #BuySocial hashtag!



Write a blog about why customers should/do choose you

Why do your customers choose to #BuySocial? What difference does it make when your customers support your business, this is your opportunity to remind them of the positive difference they are making and to say thank you for their support.

Post blog / quote etc. from your benefices

Communities are made up of people, tell the real human stories behind your impact, ask your beneficiaries to get involved and tell their stories of how social enterprise has had a positive impact on their lives.



Talk to your staff to get them involved

Your staff are consumers, networkers and social media influencers! Ask them to choose communities by sharing on social media #BuySocial

Get your customers to share their thoughts on your impact

Your customers choose to support you because of the quality product or service you provide and also because of the amazing impact you are creating. Let them share the impact they are helping to create and let others know they choose communities when they #BuySocial!

Encourage staff and network to get involved

Don't keep it to yourself! Ask your networks if they choose communities and #BuySocial



SocialEnterprise.org.uk/BuySocial



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