



# #BuySocial Campaign Pack for Retail Social Enterprises

This campaign pack provides you with the ideas and resources you need to take part in the 2020 #BuySocial Campaign

**15<sup>th</sup>, 16<sup>th</sup> and 17<sup>th</sup> 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 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 your social enterprise 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 17<sup>th</sup> 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

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.



### Top Tip

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



### Top Tip



Encourage your staff to #BuySocial and to share their favourite social enterprises on social media



## Buy Social

One of the best ways that retailers can support social enterprises is by buying from them. From catering to cleaning, mailing services, printers, designers, researchers and office supplies, there will be a social enterprise that supplies it and you can work with them, you can find them in the [Buy Social Directory](#).



Social Enterprise UK

[SocialEnterprise.org.uk/BuySocial](https://SocialEnterprise.org.uk/BuySocial)

# #BuySocial Campaign Pack

## Talk to your staff to get them involved

Your staff are consumers, networkers and social media influencers! Ask them to visit the Buy Social Directory, choose a community to support and #BuySocial then share on social media.

## Host a virtual event

Everything is online this year which makes it easier to reach out to customers. Give people the chance to see behind the scenes of your business or your impact with a virtual tour.



## 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!

## Create a discount/offer for the day

Celebrate the campaign and let your customers know you are part of a bigger movement by creating a special offer/discount code for that day.

## Promote your impact to the local press



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



## Invite your local MP to do a visit or 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

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



Social Enterprise UK

[socialenterprise.org.uk/buysocial](https://socialenterprise.org.uk/buysocial)