



#BuySocial Campaign Pack for Universities

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 your university 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 you #BuySocial and choose communities. This can be a a blog showing how you buy social, tailored social media copy and even film.



Top Tip



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



Top Tip

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



Social
Enterprise UK

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



#BuySocial Campaign Pack

Be a part of the campaign

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

Talk to your students and staff to get them involved

They are consumers, networkers and social media influencers! Ask them to #BuySocial and choose communities and share on social media.



Encourage Your networks to get involved

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



Host a virtual event with one of your local social enterprise

Everything is online this year, demonstrate to your students how you are supporting the local community by working with social enterprises.



Buy Social



One of the best ways that universities 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. [Get in touch](#) for more information. You can also encourage students and staff to #BuySocial by directing them to the [Buy Social Directory](#).

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

Top Tip

Holding an online event is a great way to inspire students to support social enterprises



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 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.



Social Enterprise UK

SocialEnterprise.org.uk/BuySocial