



#BuySocial Campaign Pack for Local Councils

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 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 year's #BuySocial campaign. Check out some of the options:

Share on social media

It's so easy to show you choose communities by following #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 support your community through buying from social enterprises. This can include film content, social media graphics or blogs you share to showcase your work.

Buy Social

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



Choose Communities #BuySocial



Top Tip

Make sure to use the #BuySocial hashtag!



Top Tip

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



Talk to your staff to get them involved

Your staff are consumers, networkers and social media influencers! Encourage them to visit the Directory, choose their community then #BuySocial and share on social media.



Social
Enterprise UK

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