**Challenge Poverty Week 2020**

**Social media and digital toolkit**

# Summary

Challenge Poverty Week is designed to highlight the growing problem of poverty in Scotland and showcase the solutions we can all get behind to solve it.  It is an opportunity for us to raise our voice against poverty and unite with others in calling for a more just and equal Scotland.

The key messages of Challenge Poverty Week are;

* Too many people in Scotland are living with the constant pressure of living in poverty.  As we plan our economic recovery, we must redesign our economy to reflect the values of justice and compassion we all share.
* By boosting people’s incomes and reducing the cost of living we can solve poverty.

**This year’s campaign will run from Monday 5th October to Sunday 11th October**. This toolkit provides guidance and tips for your social media campaign throughout the campaign, to support you in achieving the campaign’s objectives.

**Social media objectives**

* Increase brand awareness of the Citizens Advice Network in Scotland
* Increase social community following and accurately target audiences
* Strengthen engagement to increase client loyalty

**General guidance**

This toolkit will help you plan and create content for your social media channels that will then be used to meet both the campaign and social media objectives. It is designed to support you in promoting the key campaign messages and to direct the consumers to the public advice site.

* The national social media campaign will run on Facebook and Twitter. However, if there is another social media channel that you utilise, you can adapt the content as you see fit.
* Search for the hashtag **#ChallengePoverty** on Twitter or Facebook to join the conversation.   
  No matter how much time you have, you can get involved by re-posting, re-tweeting and sharing content.

**Hashtag guidance**

* Use **#ChallengePoverty #TogetherWeCan**
* Use the hashtag to join the conversation and to ensure your content appears under the **#** on social channels.
* You can search the hashtag on both Twitter and Facebook to find content you would like to share and comment on.

**Top tips for responding to users on social media**

When posting on social media, you also have a responsibility to ensure users on your social channels are responded to and provided information as requested.

* **Make time:** Social media management can be time-consuming, but when you are campaigning, you should map out a segment of your day that you can use to engage with users and respond to comments. Think of a social media user in the same way a client in your CAB, they have needs in the same way.
* **Creating responses**: What is your bureau position and advice on this issue and what to do you want to articulate to users? Remember to be consistent and you can create draft responses before you post on social media, so you are prepared.
* **Draft response example:** Thank you for sharing your experience of your employment with us. Book an appointment or attend one of our drop-in sessions where an adviser would be more than happy to provide advice. Alternatively, you can check out our online advice here:
* **Difficult users:** One of the biggest apprehensions to posting on social media is often the fear of negative or difficult users on your social channels. The topic of poor employment conditions could provoke an emotional response and oftentimes, social media is the one place that people can vent their frustrations. If you have a negative response from a user, follow these steps:
  + - 1. Respond as quickly as you can, this will help to diffuse a situation.
      2. Take time to read over the person’s comment; are they asking you a question or are they being purposefully negative? If they are asking a question, respond calmly and politely. You are there to provide further information, so you can direct the user to the public advice site.
      3. Encourage user’s to send you a private message, if you can, to take any negativity off your public social media channels. This will give you another avenue to discuss in a constructive manner.
      4. Remember key messages, your role when promoting the campaign on social media is to help people with their energy issues.
      5. If they are being threatening, swearing or insulting language, delete the comment and block the user – in no capacity should you accept offensive behaviour.

**Template posts**

**Challenge Poverty Week 2020** launches on Monday 5th October to media. **Until this time, template posts should not be used on social media, press or any other media channel.**

**Twitter & Facebook**Social media posts for use throughout the campaign. Launch day is Monday 5th October. **The key messages are highlighted in blue and have graphics to post with them.**

›     Together we can redesign our economy to solve poverty.

Protecting and maximising household incomes and ensuring a sustainable cost of living for people should be the foundations our economy is built on, Read more here: <https://www.cas.org.uk/system/files/publications/cas_ager_submission.pdf>

At (CAB’s Name) we see too many people struggling with the cost of living and insecure incomes. #ToegtherWeCan redesign our economy to solve poverty

›     Invest in community organisations and participatory budgeting

Earlier this year @CitAdviceScot published a blueprint to ensure organisations properly engage with communities, <https://cas.org.uk/publications/engaging-hearts-and-minds-study-conducting-successful-engagement-communities-and>

Did you know every CAB is an independent charity set up to serve their local community? We help people recognise their rights and put money back into people’s pockets   
#ChallengePoverty #TogetherWeCan

›     Ensure our social security system provides a decent standard of living for everyone

We believe that no one should live in poverty. The social security system should exist to prevent destitution and debt, but we believe it should also go further, with social security being paid at an adequate level to ensure a decent standard of living

At (CAB’s Name) we help thousands of people with social security questions every year, so people can get the support they are entitled to.  #ChallengePoverty

›     Invest in green jobs and decent work

Scotland’s transition to net zero can be supported by investment in energy efficiency improvements for homes, which reduces fuel bills for individuals while creating green jobs. Read more here: <https://www.cas.org.uk/system/files/publications/cas_ager_submission.pdf>

At (CAB’s Name) we think the minimum wage should be a real living wage, and apply to people of all ages. Agree? Retweet.  
#ChallengePoverty #TogetherWeCan

›     Use the tax system to inject justice into our economy

Council Tax doesn't reflect what you earn, but you could be entitled to money off through Council Tax Reduction. Find out more at checkmycounciltax.scot

In 2019, the Citizens Advice network in Scotland gave 17,163 pieces of advice on Council Tax debt,

We want to empower people to take action. Check now to see if you can get money off your council tax 👉[www.checkmycounciltax.scot](http://www.checkmycounciltax.scot)

›     Expand free childcare and transport and providing affordable homes

Scotland faces a housing emergency. Everyone should have a right to a warm, dry affordable home.

 At (CAB’s Name) we can give advice on housing issues, whether you are a private renter, social renter or owner occupier.

›     Increase financial support for carers

Carers need additional support at the moment to help them give the person they care for the best possible support during the pandemic. If you’re a carer you can get more information on carers’ allowance here > <https://www.citizensadvice.org.uk/scotland/benefits/sick-or-disabled-people-and-carers/carers-allowance/>

**Note:** Throughout the campaign, we will be promoting national media around. You can check the CAS national Facebook and Twitter pages for updates throughout the campaign period.

# Imagery

* We have created social media graphics that you can use during the campaign. These are downloadable on our Challenge Poverty new article.

**Campaign contacts**

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