**Fair Delivery Charges Campaign 2020**

**Social media and digital toolkit**

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# SummarySee Parcel Surcharging Factsheet for CABs document circulated by Greg Thomas

**This year’s campaign will run from April 2020 to end of March 2021**
This toolkit provides guidance and tips for your social media campaign throughout the campaign, to support you in achieving the campaign’s objectives.

**For partner organisations or groups:** you may want to promote the campaign or our resources to encourage engagement and participation.

**Campaign objectives**

* Raise awareness of the detriment to consumers and small to medium-sized enterprises caused by location-based delivery surcharging.
* Raise awareness of the lack of transparency around the use of delivery surcharges for our clients and public and empower people to take action.
* Promote the Scottish Government Fairer Deliveries for All map tool (when it is live) and encourage clients and public to engage with the tool.
* Get client feedback on and evidence of parcel surcharging.

**Social media objectives**

* Increase brand awareness of The Citizens Advice Network in Scotland as an aid to help those experiencing issues with parcel surcharging
* Increase social community following and accurately target audiences
* Strengthen engagement to increase client loyalty
* Direct clients and public to the Scottish Government Fairer Deliveries for All map tool

**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.

* This year, we are using the tagline: **Being ripped off by delivery charges?**
* The social media campaign will run on the Facebook and Twitter channels of the CABs taking part in this campaign.

**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 parcel surcharging with us. Email us with your details and an adviser would be more than happy to provide advice. Or alternatively call [insert your contact number or the National Helpline]
* **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.. 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**

You can promote the campaign to create a sense of excitement and a template post for this type of activity is in the template post pack suite below.

We would recommend you promote the campaign as much as possible throughout the week, with at least three posts each week to engage with target demographics.

**Quick actions:**

 **Twitter & Facebook:**

* We are launching our **Fair Delivery Charges campaign** this week. Find out more about unfair parcel surcharging and let us know if you are affected by this [insert your URL]

# Actions if you have more time

**Promote the campaign to local partners

Conversation starter:** We are launching our Fair Delivery Charges Campaign.

We have found that consumers living in affected areas pay on average 30-50% more for receiving items bought online than in the rest of mainland UK.

If you think you have been affected then get in touch.
👉 [insert your URL]

**Twitter & Facebook**Social media posts for use throughout the campaign.
**You can adapt which URL link to use in the posts. Either your CAB’s or the generic CAS link – www.cas.org.uk/post.**

**Please feel free to adapt the content to show the public how your bureau can help them with parcel surcharging and adding how best they can contact your bureau (phone, national helpline or email).**

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* Up to 1 million consumers are affected by unfair parcel surcharging.
You could be one of them!
Find out more at 👉 www.citizensadvice.org.uk/scotland/post
* Parcel surcharging. It is illegal for online retailers to discriminate against consumers based on their address, unless there are good reasons for doing so.
If you think you’re being ripped off, get in touch with us 👉 [insert your URL]
* Being charged extra to have a parcel shipped to you? Advertised prices not reflecting the extra costs you are forced to pay to receive parcels? 📦
If you think you’re being ripped off, get in touch with us 👉 [insert your URL]

# Imagery

* We have created social media graphics that you can use during the campaign. They will be sent to you by email or can be downloaded from the campaigns page: cas.org.uk/fair-delivery-charges.

**Campaign contacts**

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