**Money Advice Matters Campaign 2021**

**Social media toolkit**

**Summary**

Advice on struggling with bills, arrears and debt issues are subjects that people routinely seek help with from their local CAB. The series of economic uncertainties and redundancies brought on by the COVID-19 pandemic has made reduced incomes and struggling to meet the costs of living more prevalent than ever. We want people to know the Citizens Advice network in Scotland is here to help with their money worries. CAB advisers will talk through options, check for ways to increase income and help make a plan.

Research undertaken in Citizens Advice Scotland: Client Satisfaction Research (2020) showed 40% of clients who sought advice from CAB between April –September 2020 said they should have contacted the service sooner.

The same research showed 51% of clients who sought debt advice were more likely to say they should have contacted CAB sooner than those who sought advice in other areas.

**The campaign will run from Monday 31st May to Friday 11th June 2021**. This toolkit provides guidance and tips for your social media campaign throughout the campaign, to support you in achieving the campaign’s objectives.

**Campaign aims:**

* To raise awareness of the importance of seeking money advice by contacting your local Citizens Advice Bureau
* Raise awareness of positive steps CAB advisers can provide and direct towards <https://www.cas.org.uk/money-advice-matters> to find a local bureau
* Direct towards additional online support, for example our public advice site and the Money Map tool for support at an early stage
* Work with partner organisations to help increase awareness and promotion of the campaign

**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 campaign page.

* 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.

**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 your message. You can contact us by (method of contact) where an adviser would be more than happy to provide advice. Alternatively, you can check out our online advice here: https://www.cas.org.uk/money-advice-matters
* **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 current economic climate 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 issues.

If they are being threatening, swearing or insulting language, delete the comment and block the user – in no capacity should you accept offensive behaviour

**Hashtag guidance**

* Use **#MoneyAdviceMatters #CASMoneyMap**
* 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.

**Template posts**

**Twitter & Facebook**Social media posts for use throughout the campaign. There are tweets that direct to contacting CAB for advice and tweets directing to the online advice site.

Contact CAB

* Today we launch our Money Advice Matters campaign

We want to empower you to take action if you’re struggling with your finances  
Read here for more info and how we can help you 👉

* Money worries getting on top of you?   
  Your local [insert Citizens Advice Bureau name] is here to help  
  Contact us for an appointment [insert method of contact]
* Money worries keeping you awake at night?   
  Contact [insert local Citizens Advice Bureau name] and we’ll work out next steps together  
  [insert method of contact]
* “I had my head in the sand before, but he laid it all out for me and I have most of my debts settled now, some written off and some I have been paying in small amounts” – anonymous CAB client  
  We’re here to help with your money worries and find a way forward  
  [insert method of contact]
* Bills piling up?   
  Seek advice from [insert local Citizens Advice Bureau name]  
  [insert method of contact]
* Money worries getting on top of you?   
  Deal with debt with your [insert local Citizens Advice Bureau name]  
  [insert method of contact]
* Arrears piling up?   
  At [insert local Citizens Advice Bureau name], we’re here to listen and provide free, confidential support to help get you on top of your finances  
  [insert method of contact]
* Sometimes unexpected events can create money problems out of nowhere  
  Get the help to get back on track, from your local [insert local Citizens Advice Bureau name]  
  [insert method of contact]
* Get in touch with your local [insert local Citizens Advice Bureau name], to help get on top of any debts and find a way forward  
  [insert method of contact]
* Debts weighing you down?   
  Start by [insert local Citizens Advice Bureau name]. Our money advisers will listen, talk through your options and get your next steps sorted   
  [insert method of contact]
* No matter what stage you’re in with debt, know your [insert local Citizens Advice Bureau name] can help  
  Get in touch today to work out your next steps   
  [insert method of contact]
* In employment but struggling to make ends meet?   
  Find out if you’re eligible for additional financial support by talking to a trained money adviser at [insert local Citizens Advice Bureau name]  
  [insert method of contact]

Online advice CTA

* Feeling overwhelmed by money worries?   
  Our online advice helps mortgage issues, budgeting and loans to get your feeling back in control  
  👉
* Got bills piling up?   
  You can access free, confidential financial advice online 👉  
   or find out how to get help from an adviser at [insert local Citizens Advice Bureau name]
* Need tips on dealing with money problems?   
  Head to our online advice for information on budgeting, bills and where to get help with debt   
  👉
* Keeping on top of your money is key for wellbeing – especially in stressful times like the present  
  Access free, reliable online advice from 👉
* Money worries getting on top of you?   
  Our online advice lays out the type of issues often spoken about with our advisers and the options for getting further help  
  👉
* Feeling backed into a corner with money worries?   
  Head to our online advice to find ways to increase your income, form a repayment plan and get back in control  
  👉
* Have you experienced a negative impact on your finances as a result of Coronavirus?  
  You can access free, confidential financial advice online 👉  
   or find out how to get help from an adviser at [insert local Citizens Advice Bureau name]

**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. They will be sent to you by email (if you are part of the Citizens Advice Network).

**Campaign contacts**

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