**Money Map Campaign 2020**

**Social media toolkit**

# Summary

The economic impact of COVID-19 through job losses and reduced incomes has created and will continue to create enormous pressure on people’s incomes, budgeting and ability to meet the costs of living. The need for people being able to maximise their financial position through increasing income and minimising costs has never been greater.

**Why are we building this tool?**

Support is out there but when in financial difficulty, people don’t know where to go to ask for help online. Many will search endlessly online and navigating a sea of information available, but often get confused at what is available, if it is suitable for them or where the best place to start is. More often than not, they find a range of different tools such as budgeting apps, benefit checkers and savings tips. Usually these are located under different headings or locations within the same website, website or across different websites meaning people miss out on valuable information that they may not have even considered.

We want this tool to be a one -stop shop, saving people the unnecessary and unhelpful slog of having to search the web for help, often resulting in missed opportunities to get available help.

**The campaign will run from Monday 23th November to Friday 4th December**. 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 financial help and information available through the tool
* Encourage people to seek advice through the online tool and linked sources. It is also to raise awareness that if you are struggling with financial debt, contact your local bureau for help and advice.
* Work with partner organisations to help increase awareness and promotion of the tool

**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.

**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. 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.citizensadvice.org.uk/scotland/debt-and-money/>
* **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 energy 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 **#MoneyMap or #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.

* Today we launch our Money Map resource tool

We want to help you to take action if you’re struggling with your finances

Check now to see if you can make your money go further 👉www.moneymap.scot

* Check if you could be paying less on your bills or if you’re missing out on extra income  
  Our money map tool has done all the hard work for you pulling together online sources to help with your finances in one place  
  click here 👉www.moneymap.scot
* Use our Money Map tool to see if you are eligible for certain benefits or read our information on help with money 👉www.moneymap.scot
* Struggling to make your money last till pay day?  
  Check out our new Money Map Tool  
  A number of resources available that you can use to help make your money go further  
  👉www.moneymap.scot
* If COVID-19 has affected your finances and household income, check out our money map tool for practical support on managing your budget 👉www.moneymap.scot
* Have you experienced a negative impact on your finances as a result of COVID-19?  
  Find information and support relevant to your circumstances  
  Click here 👉www.moneymap.scot
* Has COVID left you feeling lost about money?   
  Find your way with our Money Map today  
  Check our Money Map tool 👉www.moneymap.scot
* In employment but struggling to make ends meet?   
  Find out if you’re eligible for additional financial support by searching the Money Map tool 👉www.moneymap.scot
* You might be surprised how much money you could be entitled too, even if you are employed

Access accurate, up-to-date information from trusted sources on everything from help with your Council Tax to financial grant options   
👉www.moneymap.scot

* Our Money Map Tool is a one stop shop for information and practical support on grants, benefits and how to maximise your household income and reduce costs  
  👉www.moneymap.scot
* Feeling lost about money?   
  Our Money Map tool provides clear self-help options on improving your income and cutting your living costs 👉www.moneymap.scot  
  Remember you can chat to your local bureau for help dealing with debt and other advice 👉 www.cas.org.uk/bureaux
* The Money Map is an easy-to-use, self-help tool on all aspects of financial support  
  👉www.moneymap.scot  
   It is simple to navigate and aims to save you the unnecessary – and sometimes overwhelming - task of having to search the web for different types of financial help
* Use our Money Map tool to check if you are missing out on extra money

👉www.moneymap.scot  
Or chat to your local bureau for help dealing with debt and other advice 👉 www.cas.org.uk/bureaux

**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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