



## Tips on using Social Media

Here are SEUK's tips for using social media to raise awareness for your organisation and its work.



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The more channels we can spread the social value message to the better and the more times commissioners come into contact with this campaign, the more likely they are to listen. Social media can be used to create a buzz amongst MPs and councilors, third sector and public bodies, and the public themselves.

### Tweets

We've come up with a **#hashtag** to be included in all tweets regarding social value: **#WeCreateSocValue**. The hashtag can be used by people to search for information and updates from the campaign, as well as strengthens our message and making it much more likely to be noticed by public bodies, policy makers and public alike.

Other hashtags can also be used: **#SocValue #SocValueAct**

Whether you run or just know of a local community project, social enterprise or charity that's creating social value in your area, tweet about it. Include how it's helping your community, a link to their website if they have one.

Be sure to include the **handle** of your local MP or even a local councilor so that the message reaches the right people. E.g. @ChuckaUmunna, @minforcivsoc, @joswinson. Try to track down the public official you think has the most direct influence over commissioning decisions in your area.

Here are some sample tweets to get you started:

@**[insert MP handle]**...the [#SocValueAct](#) is here – it must be used to create max value in communities | [#wecreatesocialvalue](#) [#socent](#)

@**[insert handle]** Social value must be part of commissioning culture | [#socent](#) & charities great track record of delivering [#wecreatesocialvalue](#)

We're tackling **[insert your social mission]** in **[insert your area]**. Help us **@**[insert MP handle]**** do even more & support **#SocValue** | **#WeCreateSocValue**

## Facebook

Facebook is a great place to post more information, and share your stories and pictures about the great work you're doing.

Visuals are best. Post a **photo** of an event or project that your organisation has recently run. Show how you're creating benefits for communities in your area.

- Post about information about the Social Value Act - what it's trying to promote and the social value act itself. There's lots available on our website [www.socialenterprise.org.uk/policy-campaigns/campaigns/social-value](http://www.socialenterprise.org.uk/policy-campaigns/campaigns/social-value)
- Search for the organisation or public official's profile you want to contact and include it in your post
- Tweet your Facebook posts
- Write on Social Enterprise UK's Facebook page about how your creating social value and we'll re-post for extra exposure

