**Redundancy Rights Campaign 2020**

**Social media toolkit**

# Summary

We know as a result of COVID-19 people having access to advice is more important than ever, and we will be using our campaigns capacity to help with that. Financial support and advice will be needed more than ever as we move into a period of economic uncertainty in Scotland. The governments furlough scheme is coming to a close in October 2020 and we are aware that many will have concerns about redundancy or preparing for redundancy on the back of this.

Our online advice and phone advice tells us that there has been an increase in people searching for support on this subject during the pandemic. Our recent campaign survey with bureaux also showed that this is one of the highest ranked topics they wish to campaign on in coming months.

We want to raise awareness of redundancy rights for employees, allow them to feel informed and empowered and aware of where to seek help and support during challenging times.

**The campaign will run from Monday 26th October**. 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 redundancy rights
* Encourage people to seek advice through our online sources (or through their local CAB, but emphasise on online first to alleviate pressure on CABs)
* Signpost to other sources of information or relevant organisations (e.g. mental health support)
* Raise awareness of financial support advice from CAS and CABs as part of larger 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 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.
* No matter how much time you have, you can get involved by re-posting, re-tweeting and sharing content.

**Hashtag guidance**

* Use **#RedundancyRights**
* 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. 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/redundancy-rights/
* **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**

**Redundancy Rights 2020** launches on Monday 26th 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.

1. If you’re facing redundancy, speak to us at (CAB NAME).  
   We can help you discuss your next steps and help you move on  
   Get in contact by (phone or email address)
2. Being made redundant can be worrying, but we can help you.  
   At (CAB NAME) we give free impartial advice and information to help you get through this difficult time.  
   (Phone or Email) us today or visit https://www.citizensadvice.org.uk/scotland/redundancy-rights/ for advice online
3. Facing redundancy can feel overwhelming.  
   We at (CAB NAME) are here to support you and help you feel more positive about the future  
   Chat to us about what you can do next by (phone or email)
4. At (CAB NAME) we are here to help you navigate your next steps if you have been made redundant.   
   Get in contact by (phone or email) to speak to one of our advisers or visit https://www.citizensadvice.org.uk/scotland/redundancy-rights/ for advice online
5. In uncertain times, we are certain to help you.  
   Speak to one of our trained advisers by (phone or email) about how we can help you if you’re facing redundancy
6. We can help you check your redundancy is fair.  
   Have a look online here https://www.citizensadvice.org.uk/scotland/redundancy-rights/ or speak to one of our advisers by (phone or email)
7. Redundancy can be overwhelming but we at (CAB NAME) are here to help you.   
   We give free impartial advice and information on what you can do next to help you move forward  
   Phone or Email us at (contact details)
8. Don’t lose sleep worrying about redundancy, you have rights and we are here to help.   
   Phone or email us at (contact details)
9. Check here https://www.citizensadvice.org.uk/scotland/redundancy-rights/ to see if your redundancy is fair.  
   If you have an questions or need support on what to do next, speak to an adviser at (CAB NAME) by (phone or email)
10. Take back control and know what you are able to do if you’re facing redundancy.  
    We at (CAB NAME) can give you the advice and information you need to empower you to move forward.  
    (Phone or email) us today
11. Take action and contact us (CAB NAME) if you’re facing redundancy  
    (phone or email).  
    We are here to give free impartial advice and information to help you get through this challenging time
12. We at (CAB NAME) are here to answer your questions about redundancy and what you can do next.  
    Get in contact by (phone or email) to speak to one of our advisers or visit https://www.citizensadvice.org.uk/scotland/redundancy-rights/ for advice online
13. Being made redundant is a real let down, but we can help build you back up and take control.  
    We at (CAB NAME) can give you the advice and information you need to empower you to move forward.  
    (Phone or email) us today
14. If you’ll have been working for your employer for at least 2 years by the time you leave you should get redundancy pay and paid time off to look for work   
    Find out more here 👉 https://www.citizensadvice.org.uk/scotland/redundancy-rights/
15. Find out if your employer can make you redundant, including if your workplace moves or closes 👉 https://www.citizensadvice.org.uk/scotland/redundancy-rights/
16. Redundancy can be a confusing time, but we’re here to help you understand and what you can do next.  
    Speak to an adviser at (CAB NAME) by (Phone or email) or visit advice online at <https://www.citizensadvice.org.uk/scotland/redundancy-rights/>
17. If you’re losing your job remember your final wage should have all your hours worked and any holiday pay.  
    Check your rights here 👉 <https://www.citizensadvice.org.uk/scotland/redundancy-rights/> and speak to an adviser if you need extra support by (phone or email)
18. If you’re at risk of losing your job remember Universal Credit has a #5WeekWait so apply as soon as you get your final wage.  
    If you have an questions or need help applying, speak to an adviser at (CAB NAME) by (phone or email)
19. It’s unfair dismissal if you lose your job because you’re pregnant, regardless of how long you’ve worked for your employer.  
    Check your rights here 👉 https://www.citizensadvice.org.uk/scotland/redundancy-rights/
20. It’s unfair dismissal if you lose your job because you raised health and safety issues or took part in trade union activity.  
    Read more about your rights here 👉 https://www.citizensadvice.org.uk/scotland/redundancy-rights/

**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 and a Redundancy Rights checklist that you can use during the campaign. Some are available to download on our campaigns page or you are able to download template versions from Brandbase (if you are part of the Citizens Advice Network).

**Campaign contacts**

Barbara Adams, Campaigns Officer: [Barbara.Adams@cas.org.uk](mailto:Barbara.Adams@cas.org.uk)   
Johanna Jamieson, social media liaison: [johanna.jamieson@cas.org.uk](mailto:johanna.jamieson@cas.org.uk)