**Redundancy 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

**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.

**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.

**Template posts**

**Facing Redundancy 2020** launches on Monday 26th October to media.

**Twitter & Facebook**Social media posts for use throughout the campaign.

1. Being made redundant can be worrying, but CAS can help you  
   Your local CAB gives free impartial advice and information to help you get through this difficult time  
   👉 www.cas.org.uk/bureaux or visit https://www.citizensadvice.org.uk/scotland/redundancy-rights/ for advice online
2. Facing redundancy can feel overwhelming  
   The Scottish Citizens Advice Network are here to support you and help you feel more positive about the future  
   Check here 👉 <https://www.citizensadvice.org.uk/scotland/redundancy-rights>
3. 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 your local CAB 👉 www.cas.org.uk/bureaux
4. Take back control and know what you are able to do if you’re facing redundancy  
   Your local citizens advice bureau can give you the advice and information you need to empower you to move forward 👉 www.cas.org.uk/bureaux
5. Take action and contact your local CAB 👉 www.cas.org.uk/bureaux if you’re facing redundancy  
   We are here to give free impartial advice and information to help you get through this challenging time
6. The Scottish Citizens Advice Network are here to answer your questions about redundancy and what you can do next  
   Contact your local CAB 👉 www.cas.org.uk/bureaux or visit https://www.citizensadvice.org.uk/scotland/redundancy-rights/ for advice online
7. Being made redundant is a real let down, but CAS can help build you back up and take control  
   Your local advice bureau can give you the advice and information you need to empower you to move forward 👉 www.cas.org.uk/bureaux
8. 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/
9. Find out if your employer can make you redundant, including if your workplace moves or closes 👉 https://www.citizensadvice.org.uk/scotland/redundancy-rights/
10. Redundancy can be a confusing time, but CAS are here to help you understand and what you can do next  
    Speak to an adviser at your local CAB or visit advice online at <https://www.citizensadvice.org.uk/scotland/redundancy-rights/>
11. 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 at your local CAB
12. 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 your local CAB
13. 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/
14. 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 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**

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)