**Social media posts**

Recommended platforms – X (formerly known as Twitter) for reaching policy makers and parliamentarians and Facebook, particularly community groups for localised engagement

Instagram for younger people

Tagging – tag your local MPs, local councillors and local media

Hashtags - #speakupforcare #adultsocialcare #forpeoplenotprofit #socialcare

Timing – Working hours best to reach policy makers, evenings and weekends better on Facebook to reach working people with busy family lives who go to Facebook to chat and engage locally

**Suggested posts:**

**Provider:**

We #speakupforcare because we want to see MPs prioritise social care and keep it on the agenda. Visit our website, join our campaign, use our engagement resources & get your voice heard

@xxxxx @xxxxxx Will you #speakupforcare and ensure social care is made a priority in the first 100 days of the new government and beyond? #first100days

Our care workers need our support so we’re speaking up for them. Add your voice to our #speakupforcare campaign & call for better pay, terms & conditions for this vital workforce

Social care can no longer be ignored & needs to be kept on the government agenda. Join our #speakupforcare campaign and help us raise the voices of people in receipt of care and care workers

Not-for-profit social care providers lead the way in their communities and put #peoplebeforeprofit while maintaining financial transparency. We want to see greater emphasis on the economic potential of #notforprofitcare by the new government

**Care manager:**

I want to #speakupforcare in my community because I’m part of a 1.6m strong #socialcare workforce calling for change in the government’s first 100 days. @xxxxxx will you speak up for us too and make care your priority? #first100days

I’ve written to my local MP/councillor @xxxxxx because I #speakupforcare and want social care to be a government priority. Visit [www.xxxxx](http://www.xxxxx) to find download resources & guidance on how to add your voice & #speakupforcare

Care workers’ pay, terms & conditions need to be a priority for the new government’s first 100 days. Will you help get this message across to #parliament? Visit [www.xxxxx](http://www.xxxxx) and join our #speakupforcare campaign #first100days

**Person in receipt of care:**

I want to #speakupforcare because the care I receive from @xxxxx really matters to me. Without it I wouldn’t be able to live the life I do. @xxxxxxxx will you listen to the voices of people like me who rely on care and make #socialcare an urgent priority? #first100days

#socialcare helps me live my best life so I #speakupforcare because I want other people to live their best lives too @xxxxxxx will you help make care accessible to everyone where, when and how they need it?