COVID-safe communities: customer confidence toolkit

Sample social media posts

**Facebook**

1. We’re proud to announce the official launch of a new scheme to support local businesses. *Let’s be COVID-safe together* aims to give shoppers the confidence they need to return to the high street and close contact settings. Find out more about the scheme or how to register as a business [INSERT LINK]
2. Look out for the *Let’s be COVID-safe together* posters in the windows of your favourite businesses across the area. It verifies that they're doing all they can to keep you safe. Find out more [INSERT LINK]
3. Stay safe and support local businesses with our *Let’s be COVID-safe together* scheme. The aim of the scheme is to reassure customers that an establishment has in place the necessary risk assessment, safety measures and staff training to operate as safely as possible. Find out more [INSERT LINK]

**Twitter**

1. We've launched our new 'Covid Compliant' scheme today called ‘*Let’s be COVID-safe together’* to help build customer confidence in businesses. Keep a look out for posters appearing in businesses near you [INSERT LINK] #EHCustomerConfidence
2. Look out for the ‘*Let’s be COVID-safe together’ posters* outside your favourite businesses in the community. Businesses registered on the scheme have been verified that they're doing all they can to keep you safe. Find out more [INSERT LINK] #EHCustomerConfidence
3. Find out which local businesses have signed up to our ‘*Let’s be COVID-safe together’* scheme. Making your communities COVID-safe [INSERT LINK] #EHCustomerConfidence
4. How can you help to make your communities COVID-safe? Taking part in our ‘*Let’s be COVID-safe together’* scheme can help bring confidence to shoppers in retail and hospitality. Find out more [INSERT LINK] #EHCustomerConfidence