



SOCIAL MEDIA TOOLKIT

A handy guide to raising awareness of the Our Merseyside social movement and promoting positive messages through your social media channels for a Blade Free Merseyside.

ABOUT OUR MERSEYSIDE

Our Merseyside is a new social movement of people and communities working together to bring pride and opportunity to Merseyside and help keep our people and our streets safe.

@OurMerseyside belongs to the people of Merseyside. Co-created by local people, it's a social movement of individuals and organisations all working together to make a positive difference to the people who live here.

ABOUT #BLADEFREE

The first campaign promoted by Our Merseyside is #BladeFree, a united approach to support our young people away from knife and violent crime through diversionary activities and initiatives – activities such as sport, music, theatre, and practical skills to improve employability.

Merseyside is full of passionate people. So many are doing huge amounts of good work in their local neighbourhoods. @OurMerseyside will harness their collective

efforts, promote them on the Our Merseyside website, through social media and across the whole of Merseyside, and mobilise and grow a powerful social movement.

SUPPORTING THE #BLADEFREE CAMPAIGN

We need YOUR help to get behind @OurMerseyside and help make Merseyside #BladeFree.

You can support the #BladeFree campaign in numerous ways:

1. By following the guidelines outlined below for each of the '@ourmerseyside' dedicated social media channels:

FACEBOOK

- Please like and share our Facebook page www.facebook.com/ourmerseyside
- Like, share and engage with our posts

TWITTER

- Follow us: www.twitter.com/ourmerseyside
- Tweet and tag us in your tweets @OurMerseyside and by using the hashtag #BladeFree #OurMerseyside
- Comment, retweet and like our messages to show your support



INSTAGRAM

- Please follow our Instagram page www.instagram.com/ourmerseyside

- Like and engage with our posts
- Please share our posts on your story and tag @OurMerseyside and use the hashtags #OurMerseyside and #BladeFree

2. Download and post the #BladeFree resources directly on your social media channels. They are available here on the Our Merseyside website - www.ourmerseyside.org/resources/#BladeFree.

You can create your own campaign related messages or use any of the following sample posts and tweets. Just remember to tag us @OurMerseyside and use the hashtags #BladeFree and #OurMerseyside

HASHTAGS

Here are our hashtags for the campaign. Please use them as often as possible: #BladeFree | #OurMerseyside

SAMPLE POSTS AND TWEETS

Here are some ideas of tweets and messages you can share to spread the word about the Our Merseyside social movement, encourage others to join and share important messages about #BladeFree.

- Together we are stronger – join the movement @OurMerseyside. #BladeFree #OurMerseyside www.ourmerseyside.org
- We all have a responsibility to give young people in Merseyside hope and aspiration in life! @OurMerseyside #BladeFree #OurMerseyside www.ourmerseyside.org
- Let's join together and show all our young people they can be whatever they want to be! #BladeFree #OurMerseyside @OurMerseyside www.ourmerseyside.org
- Help spread the word - make sure everyone understands the dangers and consequences of carrying a knife #BladeFree @OurMerseyside www.ourmerseyside.org

- Let young people know about opportunities to help them be their best. www.ourmerseyside.org #BladeFree @Ourmerseyside www.ourmerseyside.org

- Help spread the #BladeFree message to young people. Download free posters & images at www.ourmerseyside.org @OurMerseyside #OurMerseyside

- We're supporting @OurMerseyside. Get behind the movement. Use the Blade Free and Our Merseyside logos on your leaflets, posters and social media. Download them at www.ourmerseyside.org #BladeFree @ourmerseyside

- Get behind @OurMerseyside and tell people you know! Use #BladeFree and #OurMerseyside on your social media posts, promotions and information materials www.ourmerseyside.org

- We need YOU! Sign up and show your support for a #BladeFree Merseyside. @OurMerseyside. www.ourmerseyside.org

- Can you sponsor or fund an opportunity for young people in your area? Connect with local groups via the www.ourmerseyside.org website @ourmerseyside #BladeFree #OurMerseyside

- Most young people don't carry knives. Find out the facts about knives and staying safe at www.ourmerseyside.org @ourmerseyside #BladeFree #OurMerseyside

- Are you a youth, sports or music group offering activities for young people in Merseyside? Promote for FREE on the @OurMerseyside website www.ourmerseyside.org #OurMerseyside

- Parents – get the facts on knives & how to talk to your son about staying safe at www.ourmerseyside.org

- Get info and advice about staying safe at www.ourmerseyside.org #BladeFree #OurMerseyside

THANK YOU FOR
YOUR SUPPORT!

SUPPORT
#BLADEFREE

