



THE GREAT BRITISH HIGH STREET AWARDS

SOCIAL MEDIA GUIDELINES



The Great British High Street Awards is a Government initiative in partnership with Visa, created to celebrate and support high streets and small businesses across the UK. The campaign centres around a UK-wide competition to identify the best high streets, the rising stars and the people and communities that make our high streets special.

Throughout the campaign, we'll be sharing news and encouraging participation via social media. You can find us at:

Facebook @TheGBHighSt

Twitter @TheGBHighSt

Instagram @TheGBHighSt

YouTube @TheGBHighSt

Across all channels, the campaign hashtag is **#MYHIGHSTREET**.

We encourage you to get involved in the campaign and create your own content on social media.

If you do, please find below the following helpful tips and guidance.

DO:

- Harness The Great British High Street Awards campaign to promote your business – the campaign is designed to be a shop window for your business and community so get involved!
- Encourage your local Council to enter your high street into the competition – you have to be in it to win it!
- Celebrate what makes your business and high street special and share your stories using **#MYHIGHSTREET** and tagging @TheGBHighSt:
 - **Has your business got a family history?** Share photos of your shop through the ages to celebrate the history, present and future of **#MYHIGHSTREET**



- **What are you doing that's new or innovative?** If you're using new technologies, making your shop eco-friendly, sourcing fresh local produce, etc – share photos and your vision on social media using **#MYHIGHSTREET**
- **Who are the people that make your business special?** Share photos and the stories of your team (with their permission, of course!). Who's your longest serving employee? Who's the newest addition to the team? Who brings their dog to work and who cracks the best jokes? Show the faces and personalities that make your business special using **#MYHIGHSTREET** and tagging **@TheGBHighSt**.
- **What do your customers think?** Why not create social media posts featuring quotes, interviews or photos of your customers (with their permission)? Ask them what they love about your business and/or high street to get a **#MYHIGHSTREET** conversation started.
- If your high street is lucky enough to be shortlisted, you can use social media to encourage members of the public to support you. Simply ask them to use **#MYHIGHSTREET** and say why you should win.
- **E.g.** 'Jeff's Butcher is my favourite place! Certainly a winner in my books! **#MYHIGHSTREET** **@TheGBHighSt** **@JeffButcherSheffield**'
- Be creative on social media – use images, videos, humour and personality in your posts to help more people see and engage with your **#MYHIGHSTREET** content.

DON'T:

- We all love healthy competition but please don't get carried away and post anything negative, rude or unkind about other merchants or high streets. We know you wouldn't, but we have to say it.
- We'd also ask that you refrain from any offensive or inappropriate language or imagery when using **#MYHIGHSTREET** – just like your high street, keep it clean people.

WHO CAN ENTER THE COMPETITION?

- Business Improvement District
- Local Authority, Parish Council
- Town Teams
- Coastal Community Team
- Town Centre Partnership
- Community Interest Company
- Chambers of Commerce
- Trading Association