



THE GREAT BRITISH HIGH STREET AWARDS

SOCIAL MEDIA GUIDELINES



ABOUT THE GREAT BRITISH HIGH STREET AWARDS

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:

- The Great British High Street Awards campaign has been created to empower and celebrate your local high street and community. Be an active citizen and 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 high street special and share your stories using **#MYHIGHSTREET** and tagging @TheGBHighSt:
 - **What do you love about your high street?** Who are the shopkeepers, café owners, buskers and other characters that make your high street special? What's the most beautiful building? What festivals or high street events do you enjoy most? Are there any local traditions or little-known facts that give your high street an edge? Share your photos, memories and thoughts on social media using **#MYHIGHSTREET**.



- **What's new on your high street?** What are local businesses doing that's new and exciting? Installing solar panels, introducing new ways to pay, hosting live music events or sourcing fresh local produce? Tell us what makes your high street an exciting place to be using **#MYHIGHSTREET** and tagging **@TheGBHighSt**.
- Be creative on social media – why not create a video tour of your high street, or take photos of your favourite shopkeepers? However you celebrate **#MYHIGHSTREET** on social media, we can't wait to see!
- In September, we'll reveal the shortlisted high streets and will be sending our judges around the UK to pick the overall winners. You can have your say on who wins by using **#MYHIGHSTREET** on social media. Simply say who you're supporting using the hashtag!
- **E.g.** 'Come on Bearwood High Street! Love the jazz nights at Syed's Curry House!
#MYHIGHSTREET @TheGBHighSt'

DON'T:

- We all love healthy competition but please don't get carried away and post anything negative, rude or unkind about other high streets or anyone involved in the campaign. 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