

COVID-safe Winter– social media toolkit for partners of Cambridgeshire County Council, Peterborough City Council

Overview

'Be Covid-safe this Winter' is a multi-faceted campaign covering a range of subjects for both Cambridgeshire and Peterborough to be shared and used by multiple public sector, community and business partners.

The main focus of the campaign will aim to prevent the spread of COVID post lockdown and through December and the Christmas period. This to try and reduce the number of cases as we move into January, save lives and avoid a tier three situation occurring.

Social media posts and assets

This toolkit includes social media posts and a WeTransfer link to download the assets in two sizes – one for Twitter and Facebook, and a separate size for Instagram: <https://we.tl/t-7p65q5qaUa>

The messages are the correct character length for Twitter with expanded versions underneath for Facebook and Instagram use (**FB/Insta**).

Please use hashtag #CovidSafeChristmas

Please find below our suggested content for social media posts to accompany the images we have created. These can be copied and pasted as they are or adapted to reflect your own tone.

Image	Message
Outdoors	
	<p>Now we're out of lockdown there are lots of COVID-safe activities that you can do with your friends and family.</p> <p>Look out for our suggestions over the coming weeks and we're happy to hear your ideas!</p> <p>For more info on what you can do: https://www.gov.uk/guidance/tier-2-high-alert</p> <p>#CovidSafeChristmas</p>

 <p>Meet and socialise outdoors in groups of up to six</p> <p>www.gov.uk/coronavirus</p>	<p>Meeting up with friends? You can now socialise in groups of up to six people from different households outside in a public space.</p> <p>Remember to follow social distancing rules - for more info on what you can do: https://www.gov.uk/guidance/tier-2-high-alert</p> <p>#CovidSafeChristmas</p>
 <p>You can meet and socialise outdoors in groups of up to six</p> <p>www.gov.uk/coronavirus</p>	<p>It's great to get out in the fresh winter air! You can socialise in groups of up to six people from different households outside.</p> <p>Just remember to wrap up warm and follow social distancing rules.</p> <p>For more info on what we can do: https://www.gov.uk/guidance/tier-2-high-alert</p> <p>#CovidSafeChristmas</p>
 <p>Meeting friends outdoors? Keep it to a maximum of six</p> <p>www.gov.uk/coronavirus</p>	<p>You can enjoy some festive fun outside with friends and loved ones – just remember to grab your hand sanitiser and keep physical distancing in mind when out an about.</p> <p>Learn more: https://www.gov.uk/guidance/tier-2-high-alert</p> <p>#CovidSafeChristmas</p>
 <p>Get fresh air Get active</p> <p>www.gov.uk/coronavirus</p>	<p>Want to exercise outdoors with friends? You can meet in groups of up to six for physical activity outside – a walk, run or bike ride for example. Make sure to follow social distancing rules and keep fit while you socialise.</p> <p>Find out more: https://www.gov.uk/guidance/tier-2-high-alert #CovidSafeChristmas</p>



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You can meet up to do organised outdoor sport to catch up and get some exercise. Remember to maintain social distancing and wash your hands as soon as you get home.

Find out more about what you can do:
<https://www.gov.uk/guidance/tier-2-high-alert>

#CovidSafeChristmas

Social Activity



Going out to support your local pub or restaurant? You can go with people from your household or support bubble.

Remember to use hand sanitiser, take your face covering and put it in a disposable or washable bag for safekeeping.

More info: <https://www.gov.uk/guidance/tier-2-high-alert>

#CovidSafeChristmas



FB/Insta:

Going out to support your local pub or restaurant? You can go with people from your household or support bubble, remember to take a face covering and use hand sanitiser.

Also remember to put your face covering in a disposable or washable bag for safekeeping while you're eating and drinking.

More info on what we can do:
<https://www.gov.uk/guidance/tier-2-high-alert>

#CovidSafeChristmas

 <p>Keep your mask safe when out</p> <p>www.gov.uk/coronavirus</p>	<p>Are you going out shopping?</p> <p>Put your face covering in a disposable or washable bag between uses to keep it safe.</p> <p>More info on what we can do: https://www.gov.uk/guidance/tier-2-high-alert</p> <p>#CovidSafeChristmas</p>
 <p>Everyone who can work from home should do so</p> <p>www.gov.uk/coronavirus</p>	<p>Working from home? You may be itching to get back to the office to see your work friends - but by staying home you're doing your bit to help reduce the spread of coronavirus.</p> <p>Thank you.</p> <p>Find out more about what you can do here: https://www.gov.uk/guidance/tier-2-high-alert</p> <p>#CovidSafeChristmas</p>
 <p>You're more likely to catch COVID-19 inside</p> <p>www.gov.uk/coronavirus</p>	<p>The safest way to socialise with friends is online or going outdoors to meet them.</p> <p>There's lots of things you can do like organising a video call, going for a walk or having a coffee with a friend in your garden.</p> <p>Learn more: https://www.gov.uk/coronavirus</p> <p>#CovidSafeChristmas</p> <p>FB/Insta: The safest way to socialise with friends is online or going outdoors to meet them.</p> <p>There's lots of things you can do like organising a video call, going for a walk or having a coffee with a friend in your garden.</p>

	<p>You're more likely to catch COVID in poorly ventilated indoor spaces, so get outside together and enjoy some fresh air ☒</p> <p>Learn more: https://www.gov.uk/coronavirus</p> <p>#CovidSafeChristmas</p>
 <p>Avoid queues when shopping this Christmas</p> <p>Shop online</p> <p>www.gov.uk/coronavirus</p>	<p>Shop online and avoid the queues!</p> <p>Lots of local shops also offer online shopping, so keep a look out and show your support for local businesses.</p> <p>https://www.gov.uk/guidance/tier-2-high-alert</p> <p>#CovidSafeChristmas</p>
 <p>www.gov.uk/coronavirus</p> <p>Going Christmas shopping?</p> <p>Make sure the shop isn't too busy</p>	<p>Going shopping? Wear a face covering when you're inside, go by yourself to reduce crowding and take hand sanitiser.</p> <p>If a shop looks too busy, why not go back later to avoid the crowd and potential spread of coronavirus.</p> <p>Learn more: https://www.gov.uk/coronavirus</p> <p>#CovidSafeChristmas</p>
 <p>Book ahead before dining out</p> <p>www.gov.uk/coronavirus</p>	<p>You can eat inside a pub or restaurant with members of your own household or support bubble.</p> <p>Or you can sit outside in a pub or restaurant garden and enjoy a meal with others in groups of up to six.</p> <p>Book ahead if you can.</p>

	<p>More info: https://www.gov.uk/guidance/tier-2-high-alert</p> <p>#CovidSafeChristmas</p>
	<p>Getting back to the gym after lockdown?</p> <p>Just remember to take your face covering for while you're not working out and use hand sanitiser.</p> <p>Also make sure the room is well ventilated and the venue is COVID safe: https://www.gov.uk/guidance/local-restriction-tiers-what-you-need-to-know#high-alert</p> <p>#CovidSafeChristmas</p>
	<p>We can do lots more now we're out of lockdown. If you're going out and about, plan ahead to avoid busy times on public transport and walk or cycle if you can.</p> <p>For more info about travel and what we can do to stay safe: https://www.gov.uk/guidance/tier-2-high-alert</p> <p>#CovidSafeChristmas</p>
<p>Celebrate Christmas safely</p>	
	<p>The safest way to enjoy Christmas this year is virtually or outdoors. If you are celebrating inside, make sure to:</p> <ul style="list-style-type: none"> ✓wash hands regularly ✓ensure rooms are well ventilated ✓give each other space <p>For more info: https://www.gov.uk/government/publications/m</p>

	<p><u>making-a-christmas-bubble-with-friends-and-family/making-a-christmas-bubble-with-friends-and-family</u></p> <p>#CovidSafeChristmas</p>
	<p>If you're planning to celebrate Christmas indoors, clean all your surfaces, handles and objects that people might touch and have hand sanitiser available for yourself and guests.</p> <p>Make sure your home is COVID-safe this Christmas: https://www.gov.uk/government/publications/making-a-christmas-bubble-with-friends-and-family/making-a-christmas-bubble-with-friends-and-family</p> <p>#CovidSafeChristmas</p>
	<p>The safest way to celebrate Christmas this year is via online meetups or telephone.</p> <p>If there are people you want to see but it isn't safe to meet in person, virtual meetups can be made fun with activities and games.</p> <p>For info: https://www.gov.uk/coronavirus</p> <p>#CovidSafeChristmas</p>
	<p>---</p> <p>Enjoy Christmas virtually this year.</p> <p>If you or your relatives are at high risk from catching COVID, the safest way to enjoy Christmas is via video call or outdoors.</p> <p>For advice on staying safe: https://www.gov.uk/coronavirus</p> <p>#CovidSafeChristmas</p>



Dreaming of a mild Christmas? This could be the year for an outdoor celebration!

Wrap up warm and meet up for a walk to look for Christmas lights or have a distanced drink in your garden.

For more info visit:

<https://www.gov.uk/guidance/tier-2-high-alert>

#CovidSafeChristmas



Between 23–27 December you can form a bubble of up to three households to spend Christmas with.

When you're indoors keep the rooms well ventilated by opening windows. Wear warm layers and give each other space!

For more info visit

<https://www.gov.uk/government/publications/making-a-christmas-bubble-with-friends-and-family/making-a-christmas-bubble-with-friends-and-family>

#CovidSafeChristmas

FB/Insta:

Between 23–27 December you can form a bubble of up to three households to spend Christmas with.

When you're indoors keep the rooms well ventilated by opening windows. Wear warm layers and give each other space!

Also remember to think about relatives and friends who may be elderly or vulnerable.

For more info visit

[https://www.gov.uk/government/publications/making-a-christmas-bubble-with-friends-and-family](https://www.gov.uk/government/publications/making-a-christmas-bubble-with-friends-and-family/making-a-christmas-bubble-with-friends-and-family)

[family/making-a-christmas-bubble-with-friends-and-family](https://www.gov.uk/government/publications/making-a-christmas-bubble-with-friends-and-family)

#CovidSafeChristmas



If you're spending Christmas together:

- ✓meet in the largest space possible
- ✓open windows
- ✓rearrange furniture to make space
- ✓one person cooks to avoid crowding
- ✓use face coverings where distance can't be maintained

More info:

<https://www.gov.uk/government/publications/making-a-christmas-bubble-with-friends-and-family/making-a-christmas-bubble-with-friends-and-family>

#CovidSafeChristmas

FB/Insta:

If you're planning on spending Christmas indoors with your bubble, here are some simple steps that can be taken to help reduce the risk of spreading COVID:

- ✓reduce the number of people in one room
- ✓meet in the largest space possible
- ✓open the windows to keep the house well ventilated
- ✓rearrange furniture to make more space
- ✓take turns so only one person at a time is doing the cooking, serving or washing the dishes etc to avoid crowding in small spaces
- ✓wear face coverings when distance cannot be maintained
- ✓remember to think about relatives and friends who may be elderly or vulnerable

For more info:

<https://www.gov.uk/government/publications/making-a-christmas-bubble-with-friends-and-family/making-a-christmas-bubble-with-friends-and-family>

	<p>family/making-a-christmas-bubble-with-friends-and-family</p> <p>#CovidSafeChristmas</p>
 <p>The image shows a wooden door with a sign that says 'HOME' with a heart symbol. Above the door is a green banner with the text 'Stay at home and minimise contact with others before Christmas'. In the top right corner of the image area, there is a small green box with the URL 'www.gov.uk/coronavirus'. There are also three small circular icons in the top left corner of the image area.</p>	<p>Use your COVID-common sense. There's lots of things we can enjoy at home to stay safe before mixing with others this Christmas.</p> <p>Minimise contact with others to avoid spreading the virus.</p> <p>For further guidance visit: https://www.gov.uk/government/publications/making-a-christmas-bubble-with-friends-and-family/making-a-christmas-bubble-with-friends-and-family</p> <p>#CovidSafeChristmas</p>