COVID-Safe Winter: Tier 4 New Year's Eve – toolkit for partners of Cambridgeshire County Council and 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.

This follow-on toolkit is to compliment the main safety messages and has guidance for Tier 4.

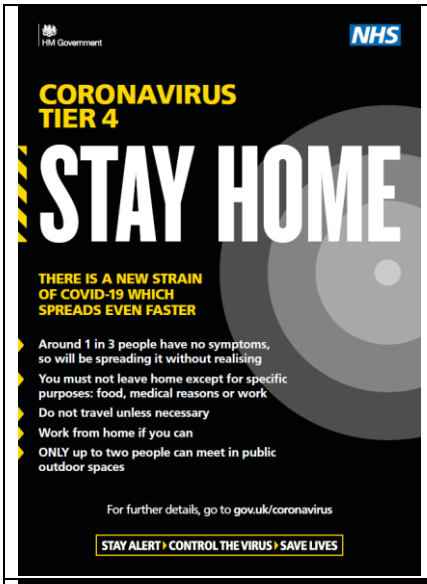
Social media posts and assets

This toolkit includes social media posts and a WeTransfer link to download the assets: https://we.tl/t-hdkxYT09PK

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/Video	Copy
Tier 4 – Cambridgeshire and Peterborough	
	From today, Cambridgeshire is in Tier 4. This means: • No households mixing indoors • Non-essential retail, gyms, leisure centres and personal care outlets will close • Only up to two people can meet in pubic outdoor spaces For more information, please click here http://orlo.uk/cTbg7
	**Twitter:** Cambridgeshire/Peterborough is in Tier 4. This means: 🔵 Only leave your house for essential reasons 🔵 You cannot meet people indoors who you don't usually live with or are part of your support bubble 🔵 Outdoors, you can only meet one person in a public space

	https://www.gov.uk/guidance/tier-4-stay-at-home **Facebook and Instagram:** Cambridgeshire/Peterborough is in Tier 4. This means: ⦿ You cannot leave or be outside of the place you are living unless for essential reasons. ⦿ You cannot meet people indoors who you don't usually live with or are part of your support bubble. This includes over the Christmas and New Year period. ⦿ Outdoors, you can only meet one person in a public space from another household. These rules will not be relaxed for Christmas for Tier 4: you cannot form a Christmas Bubble in Tier 4. https://www.gov.uk/guidance/tier-4-stay-at-home
	It is even more important than ever to stay at home and reduce contact with people outside of your household or support bubble. Only leave your home for essential reasons, exercise outdoors alone and work from home if possible. https://www.gov.uk/guidance/tier-4-stay-at-home

	1 in 3 people with coronavirus don't show symptoms. This means you can spread the virus even if you and the people you meet have no symptoms. Remember - 'Hands. Face. Space.' For further guidance visit https://www.gov.uk/guidance/tier-4-stay-at-home
	**Twitter:** It's more important than ever to stay at home and reduce your contact with people outside of your household or support bubble. You must not leave your home except for food, medical reasons or work. https://www.gov.uk/guidance/tier-4-stay-at-home **Facebook and Instagram:** It's more important than ever to stay at home and reduce your contact with people outside of your household or support bubble. There is a new strain of Covid-19 which spreads even faster. You must not leave your home except for food, medical reasons or work. Remember - 'Hands. Face. Space.' For further guidance visit https://www.gov.uk/guidance/tier-4-stay-at-home