**Cost of living social media toolkit**

This is the social media toolkit for the GMHSCP and GMCA cost of living campaign.

These suggested social media posts can be used across social media platforms to highlight the advice and support available, with a focus on the mental health impact of the cost of living. The theme of the posts are:

* Mental health
* Bills
* Childcare
* Food
* Getting online and social isolation

The text provided fits all social media platforms and the images are provided in two sizes.

There is also outdoor advertising running across all 10 boroughs. For any outdoor advertising artwork or any other queries please email Ellie Caddick [ellie.caddick@greatermanchester-ca.gov.uk](mailto:ellie.caddick@greatermanchester-ca.gov.uk)

|  |  |  |
| --- | --- | --- |
| IMAGE PREVIEW | IMAGE TITLE | TEXT |
| Alt text: Get support for your mental health. Feeling anxious, stressed or overwhelmed? We’re here to help. Visit greatermanchester-ca.gov.uk/helpinghand | Mental health 1  Mental health 2 | Feeling anxious, stressed or overwhelmed? 😟  Get support for your mental health and wellbeing ❤  Everyone struggles from time to time. Help is at hand 👇  greatermanchester-ca.gov.uk/helpinghand  #HelpingHandGM |
| Alt text: Struggling with your bills? Don’t struggle alone. Advice and support is available to help you. Visit greatermanchester-ca.gov.uk/helpinghand | Bills 1  Bills 2 | Need help with energy bills? ❤  Advice and support is available to help you with rising energy costs like support with your bills and making your home energy efficient 🏠  Don’t struggle alone – help is at hand 👇  greatermanchester-ca.gov.uk/helpinghand  #HelpingHandGM |
| Alt text: Support to feed your family. If you’re stressed about the cost of food you can access the wide variety of support across Greater Manchester. Visit greatermanchester-ca.gov.uk/helpinghand | Food 1  Food 2 | Keeping everything together for your family is stressful 😟  Everyone struggles from time to time – we can help you support your family ❤  Help is at hand from foodbanks, food projects and community cafes 👇  greatermanchester-ca.gov.uk/helpinghand  #HelpingHandGM |
| Alt text: Worried about childcare costs? Check you’re getting the help you are entitled to. Visit greatermanchester-ca.gov.uk/helpinghand | Childcare 1  Childcare 2 | Are childcare costs adding to your worries?😟  Help is at hand if you’re struggling❤  👶15 hours free childcare for 2yr olds  👶30 hours free childcare for working families with 3 & 4yr olds  👶Tax-free childcare  Find out what you can claim👇  greatermanchester-ca.gov.uk/helpinghand  #HelpingHandGM |
| Alt text: Get online. Reduce isolation. We can help you get online, get connected and boost your online skills. Visit greatermanchester-ca.gov.uk/helpinghand | Get online 1 | We know a lack of digital access, affordability & skills can make you feel isolated 🙁  @gmcadigital has launched #GetOnlineGM to help everyone get online, build digital skills and increase your support network 👏  Visit [greatermanchester-ca.gov.uk/GetOnlineGM](https://greatermanchester-ca.gov.uk/GetOnlineGM) #HelpingHandGM |
| Alt text: Support to get online. A lack of digital access and skills can have negative impact on your wellbeing. We can help you get online. Visit greatermanchester-ca.gov.uk/helpinghand | Get online 2 | We know a lack of digital access, affordability & skills can make you feel isolated 🙁  @gmcadigital has launched #GetOnlineGM to help everyone get online, build digital skills and increase your support network 👏  Visit [greatermanchester-ca.gov.uk/GetOnlineGM](https://greatermanchester-ca.gov.uk/GetOnlineGM) #HelpingHandGM |