



Welcome Back to Giving Back

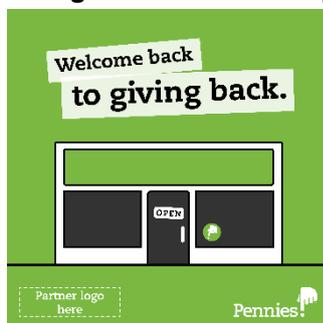
A guide for social comms

As retail and hospitality begins to reopen, there is a great opportunity to engage your customers around how your business is making a difference. The past year has been extremely challenging for everyone – but it has also given us a chance to reconnect with our communities and what matters. Consumers are seeking ways to give back now more than ever, and together we're helping them do just that.

Social media templates:

The social media graphics can be amended by the Pennies team as required to include your logo, and other impact information you might wish to include. You can also download the templates yourself from the Resources page on our website and amend in-house. There are 5 templates available:

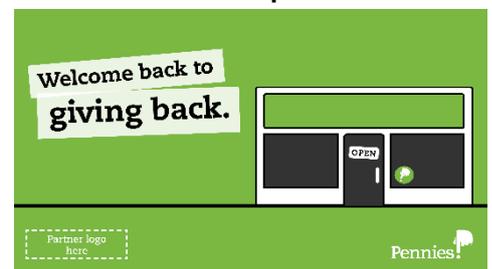
Instagram – 1080 x 1080 px



Facebook – 1200 x 1200 px



Twitter – 1200 x 675 px



LinkedIn – 1200 x 627 px



Stories (Instagram, Facebook etc) – 1080 x 1920 px



We have provided some suggested copy for your social posts below. You can tailor them by filling in the parts in red. Please let us know if you need further support.

Twitter

[OPTION 1]

As our **shops / pubs / restaurants** reopen in England this week, we're delighted to start collecting micro-donations for **@charitypartner** again! 🍷

Round-up / top-up your purchase with **@pennies_orguk** when paying by card and a big THANK YOU for helping support the causes we care so deeply about 💚

[OPTION 2]

Welcome back to giving back! 🍷

As our **shops / pubs / restaurants** reopen in England this week, remember you can **round-up / top-up** your purchase with [@pennies_orguk](#) when paying by card in support of [@charitypartner](#).

THANK YOU for helping support the causes we all care so deeply about ❤️

LinkedIn

We're delighted to welcome back customers to our **stores / pubs / restaurants in England** this week, and to be able to start collecting micro-donations in support of [@charitypartner](#) again! 🍷

Our brilliant customers can **round-up / top-up** their purchases for charity thanks to our partnership with [@Pennies](#) when they pay by card or digital wallet – and their generous micro-donations add up quickly to help [[impact outline / content about the charity/ies](#)].

Welcome back to giving back, and THANK YOU to all our customers for helping us support the causes and communities we care so deeply about. ❤️ #microdonationsmatter

Instagram

We're delighted to welcome back customers to our **stores / pubs / restaurants in England** this week, and to be able to start collecting micro-donations in support of [@charitypartner](#) again! 🍷

Remember, you can **round-up / top-up** your purchase for charity thanks to our partnership with [@pennies_orguk](#) when you pay by card or digital wallet – and your incredibly generous micro-donations add up quickly to help [[impact outline / content about the charity/ies](#)].

Welcome back to giving back, and THANK YOU for helping us support the causes and communities we care so deeply about. ❤️ #microdonationsmatter

Facebook

We're delighted to welcome back customers to our **stores / pubs / restaurants in England** this week, and to be able to start collecting micro-donations in support of [@charitypartner](#) again! 🍷

Remember, you can **round-up / top-up** your purchase for charity thanks to our partnership with [@Pennies](#) when you pay by card or digital wallet – and your incredibly generous micro-donations add up quickly to help [[impact outline / content about the charity/ies](#)].

Welcome back to giving back, and THANK YOU for helping us support the causes and communities we care so deeply about. ❤️ #microdonationsmatter

Suggested hashtags

#microdonationsmatter, #penniescount, #ethicalconsumer, #ethicalbusiness, #customerdonations, #charitablegiving, #welcomeback