

**#flextheUK**

**19 June 2020**



**digital toolkit**

# About this toolkit

Taking place on 19 June 2020, **#flextheUK** is a chance to join together in a call to make flexible working the rule, not the exception. We want to encourage employers and the government to harness the increases in productivity, talent attraction, and diversity that flexible working will bring to the UK economy long after COVID-19 has run its course. Let's get rid of outmoded 9-5 workplace cultures once and for all.

We have created this toolkit to help you spread the word about #flextheUK on your social media networks. In the toolkit, you will find sample social media posts, downloadable images, and tips for increasing visibility of the campaign. Thank you for your support!

# Shareable graphics

Below are some graphics that you can share on your social media feeds, along with the suggested text on the following slides. For your convenience, we have sized the images for Facebook, Twitter, LinkedIn and Instagram; please click the links below each image to download the correct size.



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# Shareable graphics contd.

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# Sample tweets and Instagram posts

## For anyone who wants to join our campaign:

- There's no going back to business as usual after #COVID19. Today I'm joining @workingfamuk in their campaign to #flextheUK and make flexible working the norm, not the exception. [bit.ly/flextheUK](https://bit.ly/flextheUK)
- #COVID19 has unlocked a huge amount of flexible working opportunities for parents and carers. There's no going back to business as usual: it's time to #flextheUK with @workingfamUK [bit.ly/flextheUK](https://bit.ly/flextheUK)
- The pandemic has shown that flexible working is possible in many more roles than ever considered before. There's no going back to business as usual: it's time to #flextheUK with @workingfamUK [bit.ly/flextheUK](https://bit.ly/flextheUK)
- I think it's time to #flextheUK with @workingfamUK because [give a personal reason, e.g. 'I want to spend less time on the train and more time with my family'] [bit.ly/flextheUK](https://bit.ly/flextheUK)

## For employers:

- We proudly support the @workingfamuk #flextheUK campaign to make flexible working the norm, not the exception. [bit.ly/flextheUK](https://bit.ly/flextheUK)
- It's time to harness the increases in productivity, diversity, and talent attraction that flexible working will bring to the UK economy. We're proud to join @workingfamuk in their call to #flextheUK. [bit.ly/flextheUK](https://bit.ly/flextheUK)

# Sample Facebook post

*Note: to tag Working Families on Facebook, please manually type in @WorkingFamiliesUK and select our page*

COVID-19 has proven that flexible working is possible in many more roles than ever considered before. One thing's for sure: there's no going back to business as usual. Join me in supporting @WorkingFamiliesUK #flextheUK campaign to make flexible working the norm, not the exception. Why is #flexibleworking important to you?  
[bit.ly/flextheUK](https://bit.ly/flextheUK)

# Sample LinkedIn post

*Note: to tag Working Families on LinkedIn, please manually type in @working-families and select our page*

COVID-19 has proven that flexible working is possible in many more roles than ever considered before. One thing's for sure: there's no going back to business as usual. Join me in supporting Working Families' #flextheUK campaign to make flexible working the norm, not the exception. Why is #flexibleworking important to you?  
[bit.ly/flextheUK](https://bit.ly/flextheUK)

# Follow us

Be sure to follow and repost from our social media accounts during #flextheUK:



<https://www.facebook.com/WorkingFamiliesUK/>



<https://www.instagram.com/workingfamuk/>



<https://twitter.com/workingfamUK>



<https://www.linkedin.com/company/working-families/>