****

# Warm homes social media campaign

## Overview

Bradford District and Craven Health and Care Partnership, Bradford Council, Community Action Bradford & District (CABAD) and voluntary and community sector partners have launched a campaign which aims to support people through the cost of living crisis.

This month’s social media focus is on keeping warm and we need your help to reach everyone across Bradford district and Craven, highlighting the resources available to help them. This toolkit provides you with the information to help promote the resources we have provided.

## Social media copy and images

All images are attached to the email.

Please email communications@bradford.nhs.uk if you would like us to send any of the files to you.

|  |  |  |  |
| --- | --- | --- | --- |
| **Channel**  | **Post** | **Image** | **ALT text**  |
| TwitterFacebook Instagram  | Check out these handy videos from [@IncommunitiesHA](https://twitter.com/IncommunitiesHA) to help keep your home energy efficient this winter. [@bradfordmdc](https://twitter.com/bradfordmdc)@ActAsOneBDC[@WeAreCABAD](https://twitter.com/WeAreCABAD)[#COLSBradfordDistrict](https://twitter.com/hashtag/COLSBradfordDistrict?src=hashtag_click)[https://costoflivingbradford.co.uk/energy-and-bills/](https://t.co/GWwPbZgezR) |  | Warm home tipsCheck out these handy videos to help with * Bleeding radiators
* Resetting fuse boxes
* Topping up your boiler
* Using a smart meter

[#COLSBradfordDistrict](https://twitter.com/hashtag/COLSBradfordDistrict?src=hashtag_click) |

Note: further social media copy will be provided as we implement each phase of the campaign.

## Website link

costoflivingbradford.co.uk

## Further information for communications teams

If you need any further information, or would like to request additional assets that may be helpful for your communications, please email communications@bradford.nhs.uk