

We have developed a set of social media assets you can use to promote your task force grant activities to your residents via your social media channels. Where you can, we suggest you use your own images of your town/city and the clean-up in action and don't forget to tag @KeepBritainTidy in your posts









**CHEWING GUM
TASK FORCE**

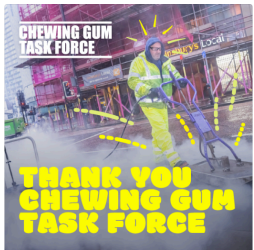









Below you can find suggested copy to use with your own images, or with the assets that you can download from our website

www.tacklegumlittering.co.uk/social-assets

Image Ref.	When to post	Example asset	Suggested copy to go with post
AI1 SM1	Use when the embargo is lifted and you are able to talk about the grant		<p>We are excited to announce we have been awarded a grant from the #ChewingGumTaskForce to remove gum litter from the streets of <insert town/city> and prevent it being dropped in the future. Funded by the chewing gum industry, the task force awards grants to councils to remove gum litter, and provide tried and tested behaviour changing signage to prevent future gum littering. For more information please visit bit.ly/ChewingGumTaskForce.</p> <p>or</p> <p>We'll be targeting gum littering this summer thanks to a <£XXXX> grant from the #ChewingGumTaskForce. Our focus will be on high footfall areas such as <insert area>. Funded by the chewing gum industry, the task force awards grants to councils to remove gum litter, and provide tried and tested behaviour changing signage to prevent future gum littering. For more information please visit bit.ly/ChewingGumTaskForce</p>
AI2 SM2	Use any time up to starting your clean-up campaign		<p>We're using a #ChewingGumTaskForce grant to tackle chewing gum stains. Please bin your gum! The #ChewingGumTaskForce was set up to tackle gum littering across the UK. Funded by the chewing gum industry, the task force awards grants to councils to remove gum litter from the streets, and provide tried and tested behaviour changing signage to prevent future gum littering. For more information please visit bit.ly/ChewingGumTaskForce</p>

AI3 SM3	Use when/if you have received your new equipment	 	We've received some fantastic new gum removal equipment that we can't wait to use - thanks to a grant awarded by the UK's #ChewingGumTaskForce to target gum littering!
AI4 SM4	Use during the clean-up process	 	<p>Our street cleansing team has been out clearing up the gum around <insert town/city/area> thanks to the #ChewingGumTaskForce</p> <p>or</p> <p>We are tackling the sticky issue of gum across <insert town/city/area>! In the coming weeks, our team will be cleaning up gum and installing signs to prevent further gum litter thanks to <£xxxx> grant funding from the #ChewingGumTaskforce</p>
-	Use during the clean-up process to highlight the funding for the clean-up has come from the taskforce	Your own picture of your town/city/iconic landmark ideally including signage or clean up taking place	<p>You may have seen the chewing gum crew cleaning in and around <insert town/city/area>. Their work is being carried out thanks to a grant from the #ChewingGumTaskForce. Funded by the chewing gum industry, the task force awards grants to councils to remove gum litter from the streets, and provide tried and tested behaviour changing signage to prevent future gum littering. For more information please visit bit.ly/ChewingGumTaskForce</p>
AI5 SM5	Use once your clean-up has been done	 	<p>Look at those results! Our street cleansing team have provided <xx hours/ xx m2> of deep cleaning and chewing gum removal on <insert area> as part of the #ChewingGumTaskForce grant.</p> <p>or</p> <p>There's no job too sticky for our gum busting Street Cleansing Team who were out and about on <insert area> recently clearing gum off the street. Please help keep <insert town/city/area> clean by binning your gum #ChewingGumTaskForce</p>
AI6 SM6 (a-i)	Use once your clean-up has been done (We have created versions for most of the signage designs on offer so you can match your social posts to the signage you are using)	 	<p>Have you spotted any of the new signs that have gone up in <insert town/city/area> to encourage people to do the right thing and bin their gum? The newly cleansed streets and signage have been made possible from a #ChewingGumTaskForce grant. Please help keep <insert town/city/area> clean by binning your gum!</p>

AI7 SM7	Use once your clean-up has been done	 	We're asking people to put their gum where it belongs, in the bin! Thanks to funding from the #ChewingGumTaskForce we were able to deep clean <insert area/street etc> and put up new signage to prevent further gum littering
AI8 SM8	Use once your clean-up has been done to remind people to bin their gum (Generic)	 	If you chew gum, please ensure that you put it in a bin. Chewing gum littering could land you with an on the spot fine of up to £150 #ChewingGumTaskForce
AI9 SM9 (b-i)	Use once your clean-up has been done to remind people to bin their gum (We have created versions for most of the signage designs on offer so you can match your social posts to the signage you are using)	 	or The only place for used gum is in the bin! Please help to keep <insert town/city/area> clean #ChewingGumTaskForce
AI10 SM10	Use once your clean-up has been done to remind people to bin their gum	 	Now <insert area> has been cleansed of gum using a grant from the #ChewingGumTaskForce, thank you for helping to keep it that way by binning your gum when you have finished with it