

LRF

**Northamptonshire
Strategic Coordination
Centre**

Date: 02/04/2020

Communications Briefing

#NORTHANTS TOGETHER

A new campaign called #NorthantsTogether has been launched today (Thursday 02 April) to help share local information and advice about Covid-19.

Organisations across the county will all use the shared hashtag and phrase NorthantsTogether, which will make it easier for local people to find local updates and discover the support, advice and information that is available across the county. And help them to recognise the enormous amount of activity going on to support the community during this outbreak.

We will also use #NorthantsTogether through social media to join us together, show appreciation of all key workers across the many sectors supporting the joint effort; and recognise and thank the people of Northamptonshire for playing their part in reducing the spread of Covid-19.

We will all start to use the #NorthantsTogether hashtag on our messaging to the public from today onwards.

In addition, we are working together with the communication leads to develop a multi-agency, co-ordinated plan to ensure there is regular scheduled information, updates, advice, and reassurance messages being shared across the county from a range of organisations.

Importantly, this campaign is about local recognition and local alignment. We are clear that we still have a responsibility to share and use national messaging and hashtags, so we are sharing the most relevant, recent and accurate information via the communications in our county.

How can you help?

- **If you use social media please retweet/share the messages from your own organisations and those you see from partners using the #NorthantsTogether hashtag.**
- **If you are sending out your own tweets either in recognition of your staff, volunteers or members of the public for their work/support please use the hashtag #NorthantsTogether**
- **Please encourage those individuals in your organisation who are senior or influential social media users to use the #NorthantsTogether hashtag and to ask them to share your own organisation and partner's tweets/posts.**

Other national hashtags to remember to use:

#StayHomeSaveLives

#coronavirus

#ThankYouNHS

#StaySafeSaveLives