

Cambridgeshire and Peterborough Stand Firm Toolkit – Tony 9 March 2021

‘Stand Firm’ is a new multi-media campaign for Cambridgeshire and Peterborough launching on 1 February 2021, which focuses on the personal testimonies of local people who have been impacted on by Covid-19. These stories work on the premise that by making the virus and impacts tangible and local, you make the threat real and inspire others to follow the rules by use of the heroic narrative ‘stand firm’.

The messaging focusses on:

- Stand Firm against Covid
- Stay Home
- Protect your family
- Protect your community


We will be releasing a new personal testimony video every week.



Social media posts and assets

This toolkit includes social media posts and a WeTransfer link to download the assets: <https://we.tl/t-YKYBohMBxT>

There are two campaign pages on the Cambridgeshire and Peterborough websites. Please link the most appropriate link to your posts (highlighted below). <https://www.peterborough.gov.uk/healthcare/public-health/coronavirus/stand-firm> or <https://www.cambridgeshire.gov.uk/residents/coronavirus/stand-firm>

Please find below our suggested content for social media posts and accompanying images. These can be copied and pasted as they are or adapted to reflect your own tone.

Image/Video	Copy
<p>Tony video: Download here</p> 	<p>"The fear is going to be with me for the rest of my life"</p> <p>Tony survived Covid-19 but the threat is still real.</p> <p>Play your part and #standfirm against the virus.</p> <p>Watch his story here: https://www.peterborough.gov.uk/healthcare/public-health/coronavirus/stand-firm or https://www.cambridgeshire.gov.uk/residents/coronavirus/stand-firm</p>

 <p>#standfirm</p> <p>Stay home. Protect family. Protect community.</p>	<p>"The fear is going to be with me for the rest of my life"</p> <p>Tony survived Covid-19 but the threat is still real.</p> <p>Play your part and #standfirm against the virus.</p> <p>Watch his story here: https://www.peterborough.gov.uk/healthcare/public-health/coronavirus/stand-firm or https://www.cambridgeshire.gov.uk/residents/coronavirus/stand-firm </p>
 <p>#standfirm</p> <p>Stay home. Protect family. Protect community.</p>	<p>Stay home to protect family and community.</p> <p>Every act is making a difference.</p> <p>Play your part and make sure to #standfirm against Covid-19.</p> <p>Share to let others know: https://www.peterborough.gov.uk/healthcare/public-health/coronavirus/stand-firm or https://www.cambridgeshire.gov.uk/residents/coronavirus/stand-firm </p>