



# Social Tariff Campaign

Social media toolkit

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# Overview

- Social broadband tariffs are discounted broadband deals available to people receiving Universal Credit and other benefits.
- They could save eligible residents up to £202 a year on their broadband bills.
- Ofcom has revealed that only 5% of eligible households\* are taking advantage of social broadband tariffs.
- The biggest barrier to the take-up of social broadband tariffs is awareness, as most eligible households have never heard of these discounted deals.
- Visit Essex County Council's campaign page at [www.essex.gov.uk/broadband](http://www.essex.gov.uk/broadband)

\* Correct as of October 2023



# Assets

The below assets have been designed for use on social media.





# Social media copy

If you receive Universal Credit or other benefits, you could be eligible for a social broadband tariff from your provider.

Eligible households could save up to £202 a year on their broadband bills.

Does your household receive benefits?

You could be eligible for a social broadband tariff that:

- Saves up to £202 a year

# Tagging (optional)

## **Digital Essex**

Twitter: @Digital\_Essex

Facebook: @DigitalEssex

## **Essex County Council**

Twitter: @Essex\_CC

Facebook: @EssexCountyCouncil



If you'd like to tag us in your posts, please use these details.



This information is issued by:  
Essex County Council

Contact us:  
[digital@essex.gov.uk](mailto:digital@essex.gov.uk)

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