



HM Government



EU Exit Business Campaign Toolkit

**UK LEAVES
THE EU** 29.03.19

The EU Exit Business campaign is a cross-government campaign, led by Cabinet Office, aimed at supporting businesses - helping them prepare for when the UK leaves the EU on 29 March 2019.

This toolkit includes suggested messaging and content for social media, information on the GOV.UK website and a trackable [link](#) to the EU Exit Business campaign page.

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EU Exit Public Information campaign

The government has a duty to inform citizens and businesses about how leaving the EU will affect them, and advise on the steps they need to take to prepare. The Public Information campaign's primary goal is to **inform, reassure and prepare all citizens for EU Exit**. The campaign has been designed to work flexibly and can be adapted for any **negotiation outcome**.

The cross-government public information campaign will:

- ensure UK businesses and individuals, EU citizens living in the UK and UK nationals living in the EU are informed about how the UK's departure will affect them
- direct citizen and business audiences to the latest information and advice about the practical steps they may need to take as the UK prepares to leave the EU
- direct citizens and businesses to [GOV.UK/EUEXIT](https://gov.uk/euexit) where they can find the latest information on any aspect of EU Exit which affects them, along with the steps they need to take to prepare
- motivate UK Nationals, businesses, EU Citizens living in the UK and UK Nationals living in the EU, to take prompt action when they are required to do so.

The EU Exit Business campaign

The EU Exit Business campaign activity within the government's Public Information campaign provides tailored messages to all businesses, but with a particular **focus on SMEs** and parts of the business population that are at high risk of significant disruption after EU exit.

It features a range of both general and specific messaging, to be used across the most appropriate and relevant channels, designed to drive audiences to **GOV.UK/EUEXITBUSINESS** where more information will be available.

As a trusted source, GOV.UK provides the practical information businesses need to prepare themselves for how and when they will need to act - ensuring compliance with any changes in law or regulation that affect them. Users will be asked to answer questions about their business and, based on their answers, will be provided with a list of content on GOV.UK that is relevant to them. They can sign-up to an e-mail alert service to receive customised alerts on future updates to content. The information available will help reassure businesses and reduce uncertainty about the future.

How can you get involved?

Working in partnership with leading business stakeholders is vital to raise awareness of the campaign with businesses. We appreciate any support that you are able to provide. You can help by:

- Raising awareness of the EU Exit Business campaign website by reaching people through your social media channels. See suggested content on pages 6 and 7 of this pack to help develop your social posts.
- Running your own stakeholder events, roundtables or focus groups and talking to your networks to highlight the messages of the campaign.
- Promoting the EU Exit Business campaign website through your established communication channels such as newsletters, stakeholder updates, website, other digital channels and internal communications.

Key messages: suggested social posts

- Prepare your business for leaving the EU. Get the latest information at [GOV.UK/EUEXITBUSINESS](https://www.gov.uk/euexitbusiness)
- The government is helping businesses across the UK prepare for a future outside the European Union. You will find information relevant to your business at [GOV.UK/EUEXITBUSINESS](https://www.gov.uk/euexitbusiness) which will help you identify any actions you need to take.
- Find out what you can do now to prepare for leaving the EU. Get the latest information at [GOV.UK/EUEXITBUSINESS](https://www.gov.uk/euexitbusiness)

We have created tracked links to help with campaign evaluation. Please use the following link in your social content: <http://bit.ly/2VxAHat>

Government Social Channels

Look out for content on government channels which you can amplify through your own.

No.10 Downing St.



[Twitter](#)



[Instagram](#)



[Facebook](#)



[Flickr](#)



[YouTube](#)

BEIS



[Twitter](#)



[LinkedIn](#)

HMRC



[Twitter](#)



[Instagram](#)



[Facebook](#)



[LinkedIn](#)



[YouTube](#)

DIT



[Twitter](#)



[LinkedIn](#)



[Facebook](#)



[YouTube](#)

DExEU



[Twitter](#)



[Facebook](#)

Campaign Content

There are a range of campaign branded assets available for you to use to help you engage with your networks and memberships on social media and wider. You can download these [here](#).

Assets available include:

- Facebook banner
- Facebook post visual
- Twitter header
- Twitter post visual
- LinkedIn banner visual
- LinkedIn post visual
- Infographic
- Email footer

