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**Visit:** [**www.UnfairToCare.co.uk**](file:///C:\Users\Chloe.robins\Downloads\www.UnfairToCare.co.uk)

**Social Media Assets**

We have created a suite of social media posts and graphics for you to use to promote the campaign.

Throughout the campaign, it would be appreciated for you or your organisation to like and share updates from Community Integrated Care social channels – listed below:

* **Facebook (Community Integrated Care)**
* **Instagram (@CommunityIntegratedCare)**
* **LinkedIn (Community Integrated Care)**
* **Bluesky (@comintcare.bsky.social)**

We will be using the hashtag **#UnfairToCare -** please include this in any social posts about the campaign.

We’d be grateful if when sharing the report / referencing our charity, our organisation is consistently referred to as **Community Integrated Care** – we’re trying to avoid association with the CIC abbreviation.

**Suggested Wording For Social Media**

**Using the images in the social supporter pack, please use the below social media copy:**

**Suggested post 1:**

Today, we're supporting our partners, @Community Integrated Care, as they launch their new report ‘The Caring Economy – Unfair To Care 2025’, highlighting how fair pay for care workers can grow the economy and help fix the NHS. 📈

Read the research & show your support 👉 www.unfairtocare.co.uk

#UnfairToCare

**Suggested post 2:**

I’m backing Community Integrated Care’s call for government investment in an interim uplift in care worker pay.

Read their latest report, 'The Caring Economy - Unfair To Care 2025’, to learn how fair pay for care workers can grow the economy and help fix the NHS. 🤝

👉[www.unfairtocare.co.uk](http://www.unfairtocare.co.uk)

#UnfairToCare

**Suggested post 3:**

I'm standing with Community Integrated Care and their call for government investment in care worker pay - because care workers deserve better. 👏

📢 Join me in standing up for fair pay and visit [**www.UnfairToCare.co.uk**](https://www.UnfairToCare.co.uk) to learn more and show your support.

#UnfairToCare