

# GOOD BUSINESS FORTNIGHT SOCIAL MEDIA TOOLKIT

3<sup>rd</sup> - 14<sup>th</sup> February 2025



# SOCIAL MEDIA TOOLKIT

This pack aims to support your Good Business Fortnight campaign. Whether you are representing an organisation, you are an employee or a member of the public, the information in this pack will guide you through the fortnight!

This pack includes:

- Creative assets to support your social posts
- Example social media posts
- Key stats to support your social media posts

# SUPPORTING YOUR GOOD BUSINESS FORTNIGHT SOCIAL POSTS

## Creative assets

We have a range of creative assets you can use to support your social posts throughout the fortnight, as well as banners to display on your social profiles.

## Hashtag

Don't forget to use the hashtag **#GoodBusinessMatters** during the fortnight so we can share your inspiring posts!

## Tag us!

Don't forget to tag us using the social handles on the right, in your social posts so we can reshare your posts throughout the fortnight.



Good Business Charter



goodbusinesscharter



@GBCharterUK



GBCharterUK

You can also download all creative assets directly from the [Good Business Fortnight webpage](#).



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# GOOD BUSINESS FORTNIGHT DAILY THEMES

## Week one

**Responsible  
Business  
Monday**

Monday 3rd February

**EDI  
Tuesday**

Tuesday 4th February

**Wellness  
Wednesday**

Wednesday 5th February

**Employee  
Representation  
Thursday**

Thursday 6th February

**Fair Pay  
and Hours  
Friday**

Friday 7th February

## Week two

**Environmental  
Responsibility  
Monday**

Monday 10th February

**Timely  
Tuesday**

Tuesday 11th February

**Ethical  
Sourcing  
Wednesday**

Wednesday 12th February

**Customer  
Thursday**

Thursday 13th February

**Fair Tax  
Friday**

Friday 14th February

# GOOD BUSINESS FORTNIGHT GENERAL SOCIAL POSTS

🌟 We're proud to be supporting #GoodBusinessFortnight from 3rd to 14th February 2025! 🌟

Join us in celebrating and promoting responsible business practices across the UK. Together, we can make a positive impact on society and the environment. 🌍💚 #GoodBusinessMatters

🏆 During #GoodBusinessFortnight, we're highlighting our commitment to ethical practices. From ethical sourcing to fair pay, we're dedicated to making a difference. Discover more about our initiatives and join the movement! 🌱🌟  
[goodbusinesscharter.com/good-business-fortnight-2025/](https://goodbusinesscharter.com/good-business-fortnight-2025/) #GoodBusinessMatters

📢 #GoodBusinessFortnight is here! We're excited to celebrate businesses that are leading the way in responsibility and sustainability. Follow along to learn how we're contributing to a fairer, greener world. 🌍 #GoodBusinessMatters

At [Organisation name], we believe that responsible business is good business. That's why we're proud supporters of #GoodBusinessFortnight. From 3rd to 14th February, we'll be sharing our journey and achievements in ethical practices. Stay tuned to learn more about how we're contributing to a sustainable future. 🌍🏆 #GoodBusinessMatters

Good Business Fortnight is upon us! This is a time to celebrate and promote the outstanding efforts of businesses championing responsible practices. We're excited to be part of this movement, showcasing our initiatives that make a difference in society and the environment. Join us in advocating for a fairer and more sustainable world! 🌱🌟  
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# RESPONSIBLE BUSINESS MONDAY

Monday 3rd February

## Key stats

- 97% of people think it is important that a business acts responsibly ([TSB consumer polling](#))
- 1 in 3 young workers turn down jobs if a business reveals weak ESG ratings ([KPMG](#))
- 45% of people avoid brands that act irresponsibly ([TSB consumer polling](#))

## Example social posts

By championing responsible business practices, we can encourage other organisations to do the same, benefiting both people and the planet. 🌍 According to the Good Business Charter consumer polling, 97% of people believe it's important for businesses to act responsibly. Let's lead by example and inspire change! 🌱👛 #GoodBusinessMatters

At [Organisations name], we understand the importance of acting responsibly. With 45% of people avoiding brands that act irresponsibly and 89% more likely to switch brands if they knew a brand was acting irresponsibly, ethical practices are essential. Join us in championing responsible business! 🌟💚 #GoodBusinessMatters

Championing responsible business is not just good for society and the environment, it's good for business too. With 45% of consumers steering clear of brands that act irresponsibly, and 97% believing in the importance of responsible practices, it's clear: businesses can't afford not to care. We're committed to leading the way. Let's work together to create a sustainable future! 🌍🌟 #GoodBusinessMatters



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# EDI TUESDAY

Tuesday 4th February

## Key stats

- According to the High Pay Centre in 2023, the median FTSE100 CEO earns 103 times more than the median full-time worker.
- Monster's Global Future of Work Report from 2022 found that 86% of job seekers prefer to work for companies that prioritise equity, diversity, and inclusion (EDI).
- The Tortoise Responsibility100 Index from 2022 reported that 47 of the FTSE100 companies have no female senior executives.

## Example social posts

 Did you know that in 2022 only 47 of the FTSE100 had female senior executives? We believe in the power of diversity and inclusion to drive better business outcomes. Let's work together to create a more inclusive and innovative future. 🌱💪  
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🏆 A more diverse workforce and inclusive workplace improve customer service, innovation, productivity and staff retention. It's time to take substantive measures to improve EDI and measure our progress with data. Together, we can build a more inclusive and successful business environment! 🌱🌟 #GoodBusinessMatters

A diverse, equal and inclusive culture is essential for business success. When people feel valued and included, they flourish at work, leading to better business outcomes. According to Monster's Global Future of Work Report, 86% of job seekers prefer companies that prioritise EDI. Let's put people at the heart of our operations and thrive together! 🌍👛  
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# WELLNESS WEDNESDAY

Wednesday 5th February

## Key stats

- The average rate of employee absence per employee per year is 7.8 days, the highest for over a decade (CIPD health and wellbeing at work, 2023)
- Around half of employees feel exhausted (52%) due to their working conditions, with 49% feeling stressed in the workplace (Deloitte's Well-Being at Work Survey, June 2023)

## Example social posts

🧑 On this #WellnessWednesday, we're focusing on the well-being of our employees. 52% feel exhausted and 49% feel stressed due to work conditions. At [Organisation name], we're committed to fostering supportive, balanced work environments. Join us in prioritising employee wellness! 🌍💚 #GoodBusinessMatters

🌟 It's #WellnessWednesday! Did you know the average employee absence is 7.8 days per year, the highest in over a decade? Prioritising employee wellness is essential for a productive and healthy workplace. Let's support our teams and create positive work environments! 🌱👛 #GoodBusinessMatters

🏆 Wellness Wednesday reminder: A culture of long hours is counterproductive. Absenteeism and presenteeism impact productivity and well-being. Let's create a healthy, balanced work environment where everyone feels valued and supported. 🌱🌟 #GoodBusinessMatters



# EMPLOYEE REPRESENTATION THURSDAY

Thursday 6th February

## Key stats

- The number of workers in the private sector protected by a collective agreement is at just 22.3% (BEIS, Trade Union Membership, 2022)
- The number of FTSE350 companies who have worker directors on their board is at only 1.4% (Workforce Engagement and the UK Corporate Governance Code, 2021)

## Example social posts

☀️ It's #EmployeeRepresentationThursday! Did you know that only 22.3% of private sector workers are protected by a collective agreement? Enabling all voices at work ensures the best ideas are heard and protects vulnerable workers from exploitation. Let's amplify employee voices and create a supportive workplace! 🌍💼 #GoodBusinessMatters

🇬🇧 Only 1.4% of FTSE350 companies have worker directors on their board. Worker representation is crucial for building trust and driving innovation. Let's give employees a platform to be heard and valued. Join us in supporting employee representation! 🌱💪 #EmployeeRepresentationThursday #GoodBusinessMatters

🏆 On Employee Representation Thursday, we emphasise the importance of giving workers a voice. It's vital that employees know how to use their voice and trust that they'll be heard. 🌱☀️ #GoodBusinessMatters

# FAIR PAY AND HOURS FRIDAY

Friday 7th February

## Key stats

- There are 3.5m jobs in the UK paying less than the Real Living Wage (Living Wage Foundation, 2022)
- 48.6% value of wealth owned by the richest 10% of the population (Office for National Statistics, 2022)
- There are 3.9m workers in insecure, low-paid work with millions facing cancelled shifts and a lack of stable hours (TUC, 2023)
- 50% of below Living Wage workers have less than a week's notice for shifts, hours or work schedules (Living Hours Index, 2022)

## Example social posts

At [Organisation name], we believe in the importance of fair pay and stable contracts. With 3.9m workers in insecure, low-paid work, millions face cancelled shifts and a lack of stable hours. Ensuring fair shift scheduling and paying the Real Living Wage can reduce financial stress and foster a more motivated and loyal workforce. Join us in supporting fair wages and secure jobs. 🌟💚 #GoodBusinessMatters

On this #FairPayAndHoursFriday, we're emphasising the importance of fair pay and stable hours. 50% of below Living Wage workers have less than a week's notice for shifts, hours, or work schedules. Fair pay and stable contracts not only increase employee retention and reduce recruitment costs but also ensure that employees can afford basic necessities. Let's work together to create a fairer workplace for everyone. 🌱🌟 #GoodBusinessMatters

There are 3.5m jobs in the UK paying less than the Real Living Wage. Fair hours, contracts and pay provide workers with the financial stability needed to budget effectively and secure essentials like housing and childcare. Ensuring fair shift scheduling and proper cancellation policies helps workers avoid disruptions and plan their lives better. Let's support fair wages and secure contracts for all workers. 🌱👛 #GoodBusinessMatters



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# ENVIRONMENTAL RESPONSIBILITY MONDAY

Monday 10th February

## Key stats

- 76% of consumers are calling out for companies to take initiative to reduce their environmental footprint ('The Changing Climate of Sustainability', NielsonIQone)
- The number of FTSE100 companies that have set targets aligned with a 1.5c temperature rise is at just 16 (Tortoise, 2023)

## Example social posts

- Happy Environmental Responsibility Monday! Did you know that 76% of consumers are calling for companies to reduce their environmental footprint? At [Organisation name], we believe in committing to sustainable practices to mitigate the climate crisis. By improving resource management and waste disposal, we can work towards a net zero future and enhance our reputation. Let's make a difference together. 🌱📦 #GoodBusinessMatters
- At [Organisation name], we recognise the importance of environmental responsibility. With only 16 FTSE100 companies setting targets aligned with a 1.5°C temperature rise, it's clear that more businesses need to take action. Consumers are demanding sustainable practices, and it's time we listen. Let's commit to reducing our impact on the planet for a sustainable future. 🌟💚 #GoodBusinessMatters
- On this Environmental Responsibility Monday, we're highlighting the urgent need for businesses to adopt sustainable practices. With the earth's temperature having risen by an average of 0.06° Celsius per decade since 1850, reducing our environmental impact is crucial for achieving net zero emissions and mitigating the climate crisis. Consumers are increasingly demanding these changes and we must not delay action! The time to act is now 🌿  
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# TIMELY TUESDAY

Tuesday 11th February

## Key stats

- 400,000 businesses face winding up because of late payment (FSB Small Business Index, 2022)
- There are > 4,000 signatories to the Prompt Payment Code (Office of the Small Business Commissioner, 2023)

## Example social posts

Did you know that 400,000 businesses face closure each year due to late payments? At [Organisation name], we believe in the importance of timely payments to our suppliers. This practice not only prevents financial instability but also demonstrates respect and fairness, fostering strong business relationships and ensuring a healthy supply chain. Let's work together to support small businesses and enhance our corporate social responsibility. 🌱📁 #GoodBusinessMatters

At [Organisation name], we understand the significance of timely payments. With over 4,000 signatories to the Prompt Payment Code, it's clear that prompt payments are crucial for maintaining strong business relationships and supporting a healthy supply chain. On this #TimelyTuesday, let's commit to paying our suppliers on time and upholding our corporate social responsibility. 🌟💚 #GoodBusinessMatters

On #TimelyTuesday, we're highlighting the importance of timely payments to suppliers. Late payments put 400,000 businesses at risk of closure each year. By ensuring prompt payments, we demonstrate respect, fairness, and a commitment to supporting small businesses. Join us in fostering a sustainable business environment. 🌱🌟 #GoodBusinessMatters

# ETHICAL SOURCING WEDNESDAY

Wednesday 12th February

## Key stats

- 1 third of workers worldwide earn less than a living wage (The International Labour Organisation, 2020)
- 160m children worldwide in some form of child labour (The International Labour Organisation, 2023)
- >16,938 potential victims of modern slavery referred to UK authorities in 2022 (up 33%) (Home Office Modern Slavery National Referral Mechanism statistics, 2022)

## Example social posts

Millions of people worldwide endure inadequate working conditions, including child labour and modern slavery. At [Organisation name], we believe in ethical sourcing to ensure our suppliers adhere to fair labour standards. This commitment protects vulnerable workers and improves global working conditions, reflecting our corporate social responsibility. Let's work together to support ethical practices and enhance our global supply chain. 🌱📦 #GoodBusinessMatters

At [Organisation name], we understand the significance of ethical sourcing. One-third of workers worldwide earn less than a living wage, and 160m children are involved in child labour. By ensuring our suppliers adhere to fair labour standards, we can protect vulnerable workers and improve global labour conditions. Join us in committing to ethical practices and supporting a sustainable supply chain. 🌟💚 #GoodBusinessMatters

On this Ethical Sourcing Wednesday, we're emphasising the importance of ethical sourcing in our supply chains. With over 16,938 potential victims of modern slavery referred to UK authorities in 2022, it's clear that more needs to be done. Ethical sourcing helps protect these individuals and ensures fair labour standards. Let's commit to ethical practices and support a sustainable, ethical global supply chain. 🌱🌟 #GoodBusinessMatters



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# CUSTOMER THURSDAY

Thursday 13th February

## Key stats

- £122 billion Amount spent on ethical consumer spending and finance in UK (Co-op, 2020)
- 89% of people are more likely to switch brands if they knew a brand was acting irresponsibly ([TSB consumer polling](#))

## Example social posts

It's Customer Thursday! At [Organisation name], we believe that customers are the cornerstone of our success. Providing outstanding service and listening to their feedback ensures loyalty and satisfaction. Today, let's celebrate our customers and commit to continuously improving our service. 🛒👛 #GoodBusinessMatters

On Customer Thursday, we highlight the importance of putting customers first. With 89% of consumers more likely to switch brands due to poor service, prioritising exceptional customer care is essential. At [Organisation name], we strive to exceed customer expectations and build lasting relationships. 🌟💚 #GoodBusinessMatters

Excellent customer service is vital for building trust and loyalty. By actively listening to our customers and addressing their needs, we foster a positive experience and ensure a thriving business. Join us in celebrating our customers and committing to outstanding service. 🌱🌟 #GoodBusinessMatters



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# FAIR TAX FRIDAY

Friday 14th February

## Key stats

- The estimated tax gap arising from companies not paying their fair share of tax is £35.8 billion (HMRC, 2023)
- 72% of people would rather work for a business that can prove that they are paying their fair share of tax (Fax Tax Foundation, 2023)
- 70% of people would rather shop with businesses that can prove they are paying their fair share of tax (Fair Tax Foundation, 2023)

## Example social posts

At [Organisation name], we believe that meeting our tax obligations is fundamental for ethical operations and sustained growth. Upholding fair tax practices builds trust and confidence among stakeholders, reinforcing integrity in our business conduct. Today, let's commit to transparency and proactive tax responsibilities, demonstrating our respect for fiscal obligations. 🌟👛 #GoodBusinessMatters

On #FairTaxFriday, we're highlighting the importance of fair tax compliance. With an estimated £35.8 billion tax gap, including companies not paying their fair share, it's crucial to address our tax responsibilities transparently. At [Organisation name], we are dedicated to upholding ethical standards and contributing responsibly to society. 🌟❤️ #GoodBusinessMatters

Happy #FairTaxFriday! Upholding fair tax practices not only enhances our corporate reputation but also supports public services vital for economic prosperity. Did you know 72% of people would rather work for a business that pays its fair share of tax? Join us in committing to fair tax compliance and reinforcing our role as responsible corporate citizens. 🌱🌟 #GoodBusinessMatters



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