



**Join the campaign and help us
support local businesses.**



HM Government



European Union
European Regional
Development Fund



About the campaign

The 'Love Ealing, Love Local' campaign is about celebrating Ealing's high streets and local businesses. We are encouraging people to continue to show their support for local businesses including shops, eateries, hairdressers and other great businesses that shape our high streets. This in turn supports the local economy, local jobs, and the character of our local communities.

Get involved

You can get involved by downloading and using the campaign social media assets to share through your own social media channels.



What's available to use

- Facebook profile frame

Social post frames:

- Instagram post - square (1080 x 1080px)
- Instagram post - landscape (1080 x 608px)
- Instagram post - portrait (1080 x 1350px)
- Instagram story post (1080 x 1920px)
- Facebook post - landscape (1200 x 630px)
- Twitter post - landscape (1200 x 675px)
- LinkedIn post - portrait (1080 x 1350px)
- Square blank social card post (1080x1080px)

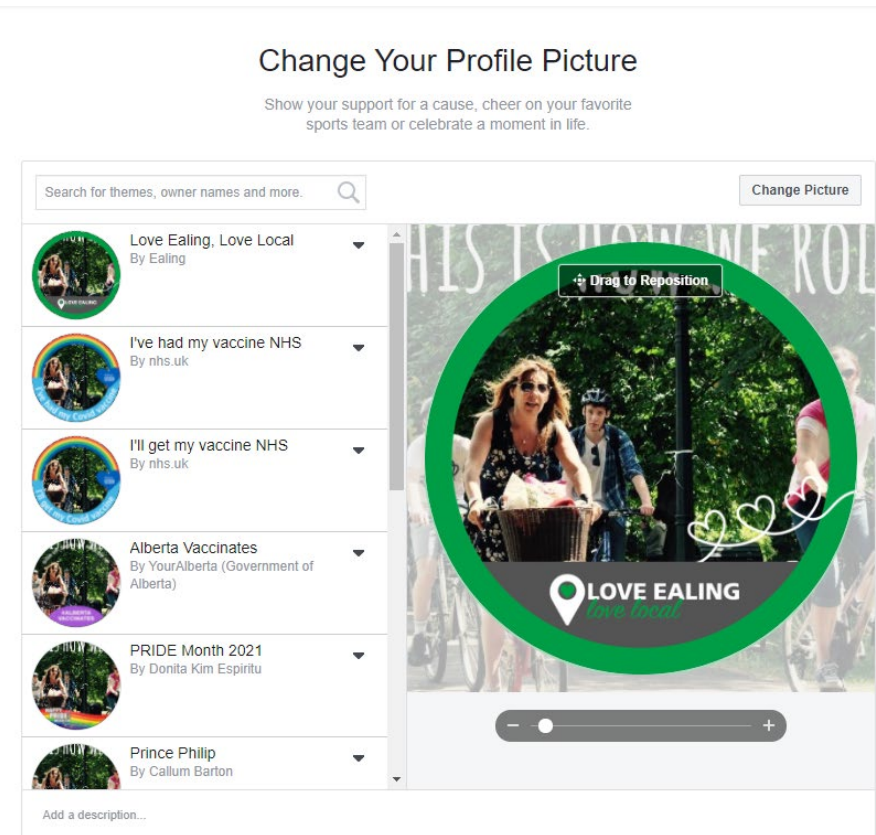


How to use: Facebook Profile frame

You can use this link:

www.facebook.com/profilepicframes/?selected_relay_id=4401334466600702

to add a frame to your business or personal profile picture.



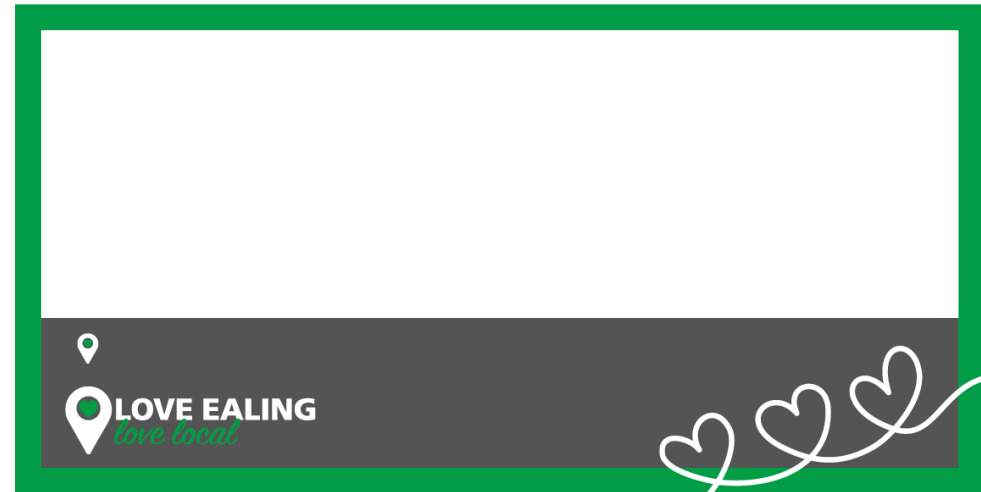
How to use: Social post frames

There are two formats for each of the social post frames, a generic option that can be overlaid over your own artwork, and one that can be personalised further by adding in your location or business name.

Generic ↓



Can be personalised further ↓



How to use: Generic frame

Using canva, powerpoint or other image software identify the image that you want to use and then insert the frame on top of it. Save the combined image and post to your social media.



How to use: Generic frame

Example final image to post:



How to use: Personalised frame

Using canva, powerpoint or other image software identify the image that you want to use and then insert the frame on top of it.





How to use: Personalised frame

Insert text using arial, bold and white font.

Save image and post to your channels.





How to use:

Please note in both versions the image expands beyond the frame. Ensure your image is the correct size before overlaying the frame





How to use: Square blank social card post

Using canva, powerpoint or other image software, select the social card image. Insert a text box and overwrite with your message in white text.





How to use:

- Once you have your image ready post to your social networks
- When you are posting your own content, please always use #LoveEalingLoveLocal
- Tag us so we can find your content
 - Twitter: [@EalingCouncil](https://twitter.com/EalingCouncil)
 - LinkedIn: [ealingcouncil](https://www.linkedin.com/company/ealingcouncil)
 - Facebook: [@EalingLondon](https://www.facebook.com/EalingLondon)
 - Instagram: [@ealingcouncil](https://www.instagram.com/ealingcouncil)



Example post:

A screenshot of an Instagram post from the account 'ealingcouncil'. The post features a photo of a young woman with blonde hair, wearing a blue shirt and a brown apron, standing in a cafe. Behind her are several bottles of orange juice on a shelf. The photo is framed with a thick green border. Below the photo, there is a grey location tag that says 'Great Cafe, West Ealing' and the 'LOVE EALING love local' logo. To the right of the logo is a decorative white line drawing of three hearts. Below the photo, there are icons for a heart and a speech bubble. The caption reads: 'ealingcouncil We have some great new products in stock. Come check our our locally made produce. #LoveEalingLoveLocal @ealingcouncil'. At the bottom left of the caption area, it says 'JUST NOW'.

We'd love it if you could:

- Celebrate being back in business by taking photos of your "new normal", share what is unique about your business, or what you love about Ealing and the local area using the #LoveEalingLoveLocal hashtag. The more personalised to your area the better.
- Post photos, gifs, videos, boomerangs [on Instagram] to show how you have made your business safe through imagery, showing your staff and customers wearing face coverings, using hand gel or socially distanced people.
- Share this toolkit with other businesses in your area to help them do the same.

Need some ideas?

Example posts:

- By shopping here, you are supporting the community – we employ x number of local staff and use local suppliers too! #LoveEalingLoveLocal
- Our products are locally grown/sourced - contact us for personal recommendations - pop in store to find out more. #LoveEalingLoveLocal
- Our customers #ShopLocal because we all know each other so well – we’ve been here for x years and have helped customers from multiple generations. We can help everyone from kids to teenagers to parents to grannies #LoveEalingLoveLocal
- We’re a brand new business and chose Ealing because of XXX. We’re really excited about bringing something this area’s never seen before. It’s great to be part of #LoveEalingLoveLocal
- We’ve done a lot to keep our business safe, including hand sanitiser, signs, one-way systems and extra cleaning - and we are ready for the summer – pop down the road to see our new stock today #LoveEalingLoveLocal

