



Social Boost

business support programme

1 Overview

Social Boost is a business support programme providing advice and guidance to town centre businesses, helping business owners improve their use of social media, helping to create useful content and raise their profile on the high street.

2 Who is this programme of support for?

The objective of Social Boost is to provide support to town centre based business of any kind to be found and seen on the high street, and online. From retailers to market traders, Social Boost is helpful to any business looking for a bit of support to raise their profile.

3 What's involved?

- Businesses join by filling in a short online form.
- Participating business owners will get two to three hours of one-to-one support with a social media specialist who will review existing social media profile and offer advice on how to improve any social media marketing.

- They can also discuss and create with you accounts with any new social media platforms that might benefit your business if you don't already have them.
- Your social media expert will also be able to work with you and provide templates and resources to help develop marketing or social media plans and content planning calendars.
- Two photography sessions will also be held in the town centre for local business owners as part of content creation, and for a chance to feature in the Tamworth town centre business hub newsletter.

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How do I take part?

Complete the online application form by scanning the QR code or via the link at: <https://forms.gle/1HzftBGMaNNapH6A>



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How much does it cost?

It's free!

This project is fully funded by Tamworth Borough Council and the UK Government's Shared Prosperity Fund.

Spaces are limited and the programme runs until March 2025, so it is recommended that businesses sign up quickly.