

Dear Colleagues,

Please find attached two updated social media toolkits for the COVID-safe Winter campaign as Cambridgeshire will go into Tier 4 from one minute past midnight on Boxing Day. Peterborough remains in Tier 4.

Cambridgeshire residents will still be in Tier 2 on Christmas Day. Please check any of your previously scheduled messages from 26 December onwards as the previous messaging for Cambridgeshire will be out of date.

The toolkits contain suggested social media posts for Tier 4 and for New Year's Eve to encourage people to celebrate within the restrictions, and one WeTransfer link to download all the assets.

Some of the messages for Tier 4 mention Christmas, so please remove this when posting from 26 December onwards.

The messages can be copied and pasted as they are, or adapted to reflect your own tone. Alternatively, please show your support by sharing the official CCC or PCC social media messages when you see them.

Please share with your residents and stakeholders:

- [Tier 4 New Year's Eve Toolkit \(4\).pdf](#)
- [Tier 4 Toolkit - Cambs & Pboro \(4\).pdf](#)

If you could share these materials via your own channels and also with any community organisations in your towns and parishes, as appropriate, it would be much appreciated.

Many thanks,

Matthew