

# STOP LOAN SHARKS

Intervention . Support . Education



**#AllIWantForChristmas Campaign Toolkit**

# Christmas Campaign Toolkit

A central place to access our complete Christmas campaign.

## What is our toolkit all about?

Our toolkit is designed to give you everything you need to use our #AllIWantForChristmas campaign across your social media channels, and raise awareness about loan sharks and the support available to help people enjoy the festive season with their loved ones safely.

- How to guides
- Social media content
- GIFs
- Stories
- Carousels
- Videos
- Dear Santa letters



# Guides

Handy how to's for using our campaign over Christmas.

## Everything you need to get started

Within the toolkit, we have created a library of guides to help you get started with using our Christmas campaign over social media. These include:

- [How to raise awareness with a Christmas Campaign](#)
- [Using social media for a Christmas campaign](#)



# Content

## Bringing the campaign to life this Christmas

With over 25 posts drafted across a range of content themes, there's topics to cover all areas of the campaign, and supporting visuals with images, GIFs and videos. There's also overlays that you can add to your own campaigns, images and branding to make some of the content individual to you.

- [Social media posts](#)
- [#AllIWantForChristmas images](#)
- [Dear Santa letters](#)
- [People's stories](#)
- [Carousels](#)

- [Stories](#)
- [Overlays](#)
- [Banners](#)
- [GIFs](#)
- [Videos](#)



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**We hope you find  
this toolkit useful!**

