

Work in Norwich Toolkit

Social media guidance



Introduction

Seeking to attract businesses and individuals interested in relocation, Work in Norwich (WiN) promotes the city as a hub for investment and as a beautiful and vibrant place to live.

WiN is here to support your business objectives for staff recruitment and retention. Our Toolkit has been designed for your use and includes:

- Social Media Images (included in this folder)
- Case Study Videos
- Work in Norwich (WiN) Brand Guidelines



Social Media Images

The images included in the toolkit's social media assets folder represent each of our Work in Norwich case studies. You can find out more about the case studies [here](#).

We recommend that you post the images as a carousel (name: cover/image/WiN), but feel free to share as you see fit for your organisation.

Please do not edit Work in Norwich image assets.



Social Media Caption Suggestions

Here are some recommended captions to use with your posts:

“Welcome to Norwich – the city of everyday WiNs. We’re proud of our liveable and wonderful home, which has been voted one of the best places to live so many times we’ve lost count. And it’s easy to see why. #WorkInNorwich”

“Norwich could be the next place you call home. Read the ultimate guide to working and living in Norwich. #WorkInNorwich”

“Rated one of the best places to live in the UK by the Sunday Times 2024, Norwich is the place to grow something great and find the work-life balance you crave. Find out more. #WorkInNorwich”

“Norwich is best of both worlds – a short commute to work and the seaside on your doorstep. Find out more about this amazing city. #WorkInNorwich”

“Norwich is a creative city that supports entrepreneurs. This is the place to work hard, think big and break the mould. Find out more about Work in Norwich.”

Please tag us in your social posts....

1. Link to the Work in Norwich website › www.workinnorwich.co.uk
2. Make sure you tag [@workinnorwich](https://www.instagram.com/workinnorwich) on Instagram and [Work in Norwich](https://www.linkedin.com/company/work-in-norwich) on LinkedIn, or mention us on your website.
3. Use #WorkInNorwich on your social posts.



About Work in Norwich (WiN)

Work in Norwich (WiN) is operated by Norwich Business Improvement District. WiN is one of eight core projects delivered through Norwich City Council's Town Deal programme; its aim is to provide a significant boost to the city's economy.

Our objectives:

- To attract and retain talent to develop Norwich
- To illustrate Norwich as an attractive and successful destination for business
- To increase commercial property occupation by inspiring businesses to relocate to Norwich

Any questions?

Please contact us at info@workinnorwich.co.uk

