**ParkingPerx Business Partner Social Media Content Guide**

**Our Social Channels:**

When posting on Facebook, Twitter, Instagram or LinkedIn about our solution please tag @ParkingPerx.

We would welcome the use of the following hashtags:

#ShopLocalParkFree

#SaveTheHighStreet

#NeverPayForParkingAgain

#Don’tWaitTillThreeToParkFree

#TisTheSeasonToParkFree (at Christmas time)

#ParkingPerxCompetition

We welcome the use of any of the animations included in your digital assets pack alongside the below draft posts.

**Template Social Media Posts-**

***ParkingPerx Business Partner announcement post:***

We are thrilled to announce that we are officially a @ParkingPerx Business Partner! This means that we will now be rewarding our customers with FREE PARKING for spending in store. Download the ParkingPerx app today to check out our amazing offers.

***Launch date post:***

@ParkingPerx has arrived in Sunderland! Download their app today to receive FREE PARKING when you spend with us AND visit ***link to Smooth Radio Competition Page*** to register for their amazing launch competition to be in with a chance of winning £2,500 of vouchers and cash! #ParkingPerxCompetition.

***Offer details:***

Want to ‘never pay for parking again’? For every £X spent with us you can receive £X towards your parking in the Bridges, Sunniside and St Mary’s car parks with @ParkingPerx! Download the app and check out our offers today.

***Christmas message:***

Ready to start your Christmas shopping? Start your festive shopping with us and receive £X towards your parking in the Bridges, Sunniside and St Mary’s car parks for every £X spent with @ParkingPerx #TisTheSeasonToParkFree.

**Our Merchant Landing Page:**

If you are promoting our solution to other businesses in the Local Authority please link our Merchant Landing page <http://parkingperx-7270335.hs-sites.com/landing-page-sunderland-1>