**ParkingPerx Business Partner Social Media Content Guide**

**Our Social Channels**

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

**Hashtags**

We would welcome the use of the following hashtags:

#ParkingPerx

#ShopLocalParkFree

#SaveTheHighStreet

#NeverPayForParkingAgain

#PerxUpYourHighStreet

**Template Social Media Posts**

Please feel free to use any of the animations included in your digital assets pack alongside the below draft posts.

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

We’re now rewarding customers with FREE parking for shopping with us! Download the @parkingperx app and start earning Perx whilst you spend. <https://www.parkingperx.com/download-the-app/>

***Offer details:***

For every £X spent with us you can receive £X towards your parking in the Bridges, Sunniside and St Mary’s car parks with the @ParkingPerx app. Download the app and find us in the Offers section to start earning... <https://www.parkingperx.com/download-the-app/>

***Ambassador post:***

We’re proud to be working with @parkingperx to increase footfall to our high street and our fantastic neighbouring shops and eateries. #ShopLocalParkFree #PerxUpYourHighStreet

**Sharing with other businesses**

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