BT **RESPECT** campaign example text

Your member digital pack has everything you need to spread the word about the RESPECT campaign and encourage colleagues to join Prospect. Use the text in this document, alongside these creative assets, to help craft social media posts, emails and personal messages.

**Contents**

**Page 1:** Email template

**Page 2:** Social media posts and messages

**Email Template**

**Email subject:** RESPECT: the ballot was one step, not the end.

Dear member,

The ballot may be over but our fight for fair pay and fair treatment is not. This is why we’re launching a new campaign called **RESPECT**. The campaign aims to keep the pressure on BT and remain visible in our fight for fair pay and we need your help.

So whether you post this video to social media, encourage your colleagues to join or use this footer in your next email – we need your help to remain visible and keep the pressure up!

**Here’s what you can do today:**

* Use this digital campaign pack [LINK] to spread the word
* Share the new RESPECT graphics on social media
* Encourage non-members to join – there is strength in numbers
* Keep talking to your manager and your team
* And don’t give up.

**RESPECT means:**

✔️ Recognising the value of the work we do  
 ✔️ Fair treatment for managers and professionals  
 ✔️ A meaningful pay offer, not a token gesture

Let’s keep up the pressure, together.

In solidarity, Your *Prospect Reps*

**Social Media Posts (campaign launch)**

📢 We’re launching a new visibility campaign called **RESPECT**.

BT’s pay offer wasn’t enough and we won’t let them forget it, so:

🗣️ Speak up  
 ✊ Keep the pressure on  
 🔗 Not a member? Join Prospect union and be part of the fight for fair pay at BT: <https://prospect.org.uk/join>

RESPECT means:  
 👉 Employers recognising their workers’ value

AND   
 👉 Fair treatment and fair pay for all

Join the campaign and help keep the pressure on BT to pay its employees fairly 👉 <https://prospect.org.uk/join>

**Personal message (Workplace, Teams, WhatsApp)**

Don’t stop now.  
BT hoped the ballot was the end - but we’re just getting started.

Take part in our RESPECT campaign by:

✅ Talking to your team

✅ Sharing the campaign

✅ Keeping the pressure on

Not a member? Join Prospect today and be part of the fight for RESPECT at BT.  
 <https://prospect.org.uk/join>