



*Build Back  
Ever Better*

# Content Posting & Guidelines

Guideline for creating and sharing content  
using Passle



# Our BBEB Charter

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## Our call to action:

Since the onset of 2020, the issues facing the world have been felt more acutely than ever – from rising temperatures, shifting climates, pollution and disappearing wildlife to ethical, sustainable manufacturing. And from social inclusivity and equality to personal health and wellbeing.

What's more, there is a growing realisation that global issues are interconnected, affecting individual lives in many direct and indirect ways.

The many challenges we have faced over the last 20 years have changed the world for ever. Covid-19, the biggest crisis in our lifetime, has magnified the need to change the way we think, plan, work and live.

But instead of settling for a 'new normal', how about we take responsibility for tomorrow and Build Back Ever Better?

## Old thinking cannot solve new problems

We as citizens, consumers, businesses leaders, and governments alike will need to focus on what really matters. From, for example, communities creating conditions to ensure greater resilience when facing future crises, to consumers adopting more responsible purchasing behaviours. From companies being serious about adopting greener corporate policies, to governments investing in infrastructure, skills, and innovation.

This is all about building a sustainable future for all, with higher standards of personal safety, health and wellbeing for everybody, low carbon societies, and more traceable supply chains.

## A movement that supports our communities

With our global digital BBEB platform we are setting out to create a truly Glo-cal community-based movement, to help and inspire everyone around the world to create their own local community space in their local language to inspire friends, family, and public institutions to Build Back an Ever Better world.

#BBEB sets out to shed light on the choices we all now must make, how those choices determine the way we act and where we go next.

In a period that has been dominated by a pandemic that has gripped the world, it's about so much more than just getting back to what we may have lost. It's about inspiring a community-led global movement. It's about building something that's greater than before.

We hope you will join us by sharing your stories of how you are shaping the world to build back ever better.

## The incredible BBEB opportunity:

The purpose of our BBEB community is to inspire 'ever better' change through positive and uplifting stories. BBEB is the place that makes it easy for anyone to have a voice, to launch ideas that can make the world better, no matter how big or small. It could be anything from organising a beach clean or litter pick, creating a new recycling scheme, supporting clean energy, urban regeneration, helping others in need and much more. The important thing is that it's simply a better way forward.

# Guideline for creating and sharing content using Passle

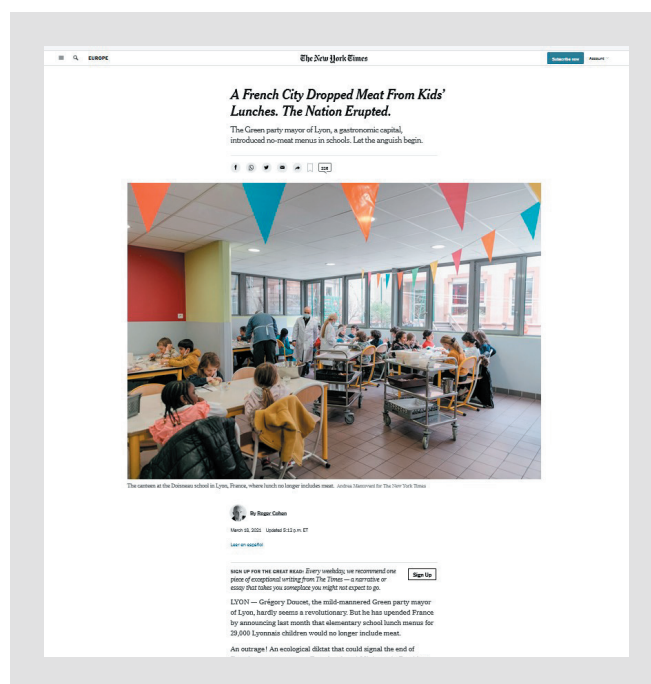
## What is Passle?

Passle enables individuals to easily create and share timely insights, stories, and you can use it to nurture relationships with your key clients and prospects.

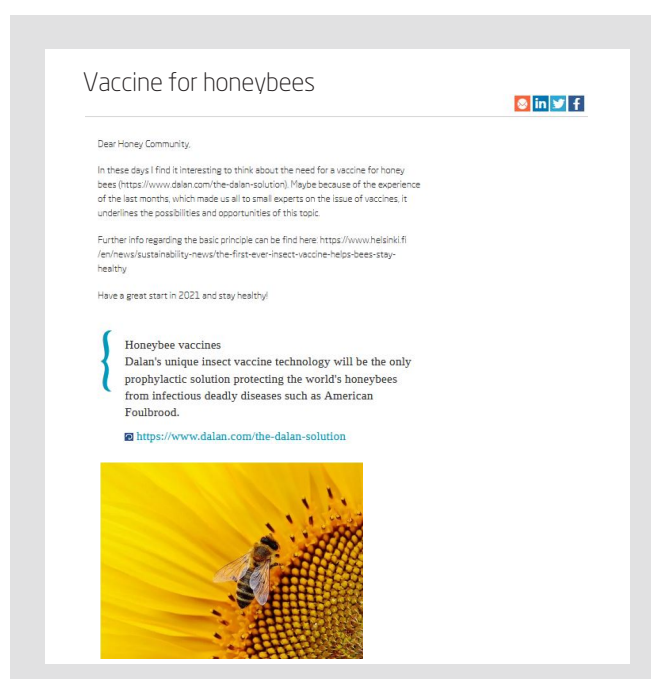
## How to create a Passle post?

- 1 **Install the Passle Button** on your browser or download the Passle mobile app.
- 2 **Read an article online** – highlight a quote or key point from any article online and press the Passle Button.
- 3 **Comment with your BBEB opinion** – enter your post title, add your insights, and choose relevant tweets for context. Press 'Save and Continue'.
- 4 **Send your post for approval.**
- 5 **Share your post to LinkedIn**, any other relevant network, and 1-2-1 with key clients using Passle's ISTATOY feature. ISTATOY stands for I Saw This And Thought of You which makes it easy to email content to clients and prospects.

## 'HIGHLIGHT KEY QUOTE'



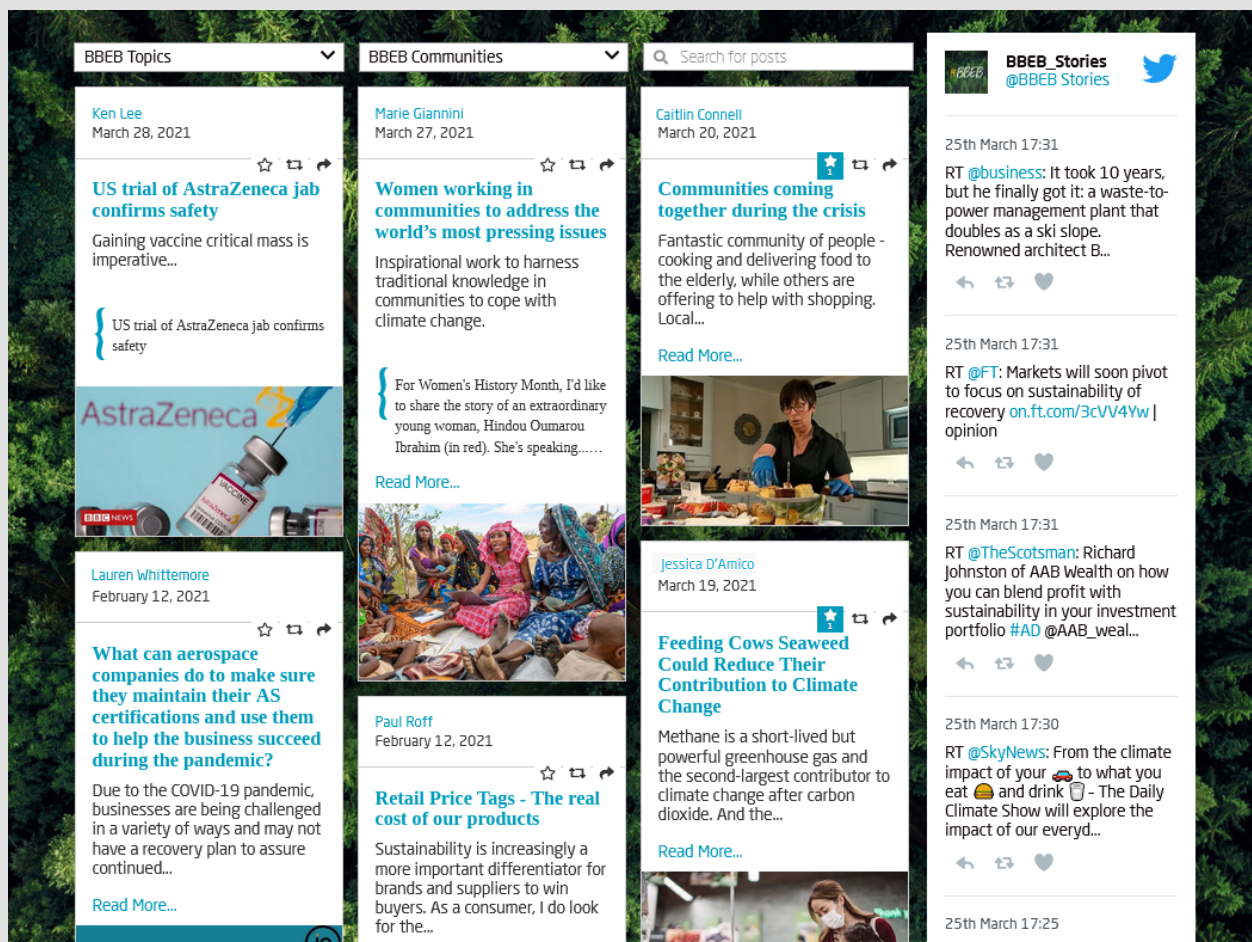
## ADD YOUR BBEB OPINION





## Summary:

- This platform is designed to share stories that are important to you and your communities on how we are building the world back ever better... together.
- Talk about what you know and are proud of not what you sell.
- Think about your communities challenges are and address them with your insights.
- Be positive.
- Submit content that is authentic. Your opinion is important.
- Submit content that you are passionate about.
- Tell the world your story on how you are building back ever better!



## What topics are in scope?

Examples include:

- Content should be aligned to making the world ever better together.
- A child helping to clean up a park or beach.
- A government implementing a diversity & inclusion effort.
- Restaurants & stores opening up and giving back to the community.
- Retailers cutting ties with suppliers over transparency issues.
- Vegan communities fighting back for climate change.

We encourage content related to the concerns, hopes and accomplishments of your local communities and beyond.

Posts can about current events that are positive, inspiring and hopeful. As well as triumphs and winning together as family, friends, and colleagues.

## What BBEB doesn't support:

Building back ever better is about change through positive action and the hope of new ideas. We will not permit abusive, harassing or discriminatory content or content that does not conform with our BBEB Charter and community values.

## Consider the Source:

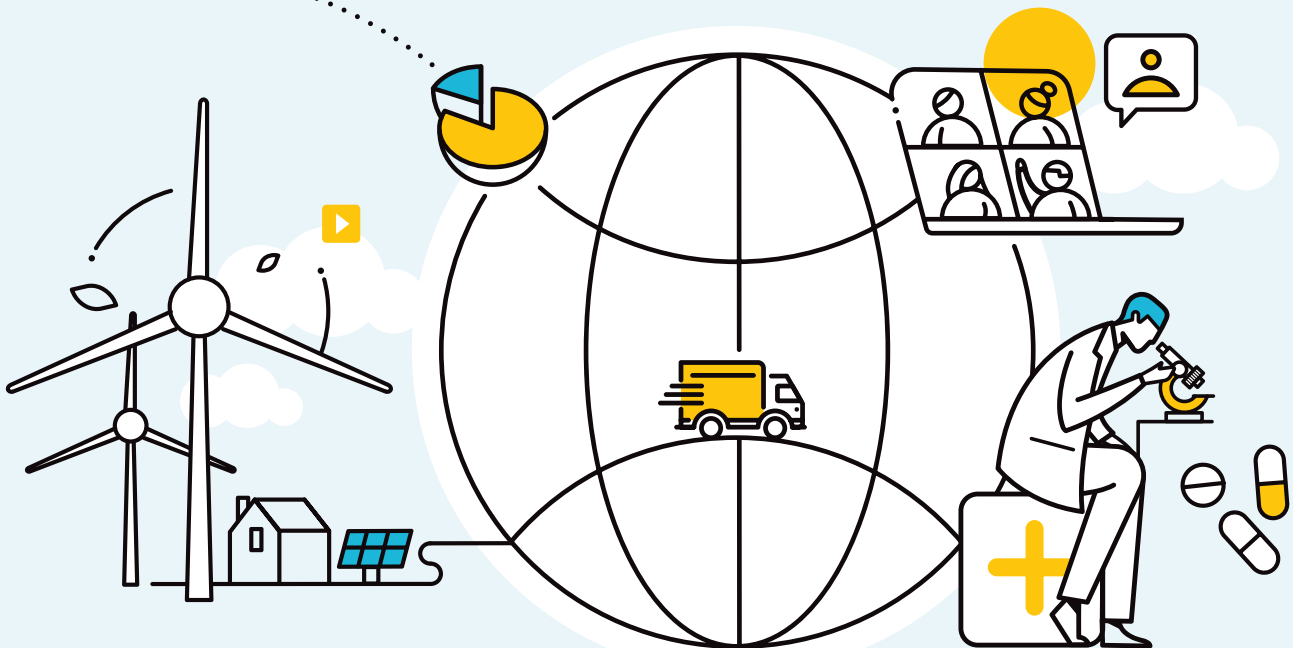
Remember not all news outlets are thought to be reputable sources. Please consider this when reposting content that may not have been fact checked.

## How it works:

#BBEB sets out to provide access to the richest and latest BBEB stories around the world organised by regions and topics.

Secondly, within the platform you can create your own community BBEB space and engage with your friends, families, neighbours, and colleagues to inspire your community to become ever better.

And thirdly, you can become a BBEB Contributor whereby you can create your own posts as well as like, share and comment on the posts of others. All posts will be reviewed first, and only approved content will be before being published.



# Media Types & Sharing

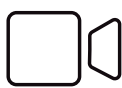


## FEATURED MEDIA

Change your media type below



IMAGE



VIDEO



AUDIO



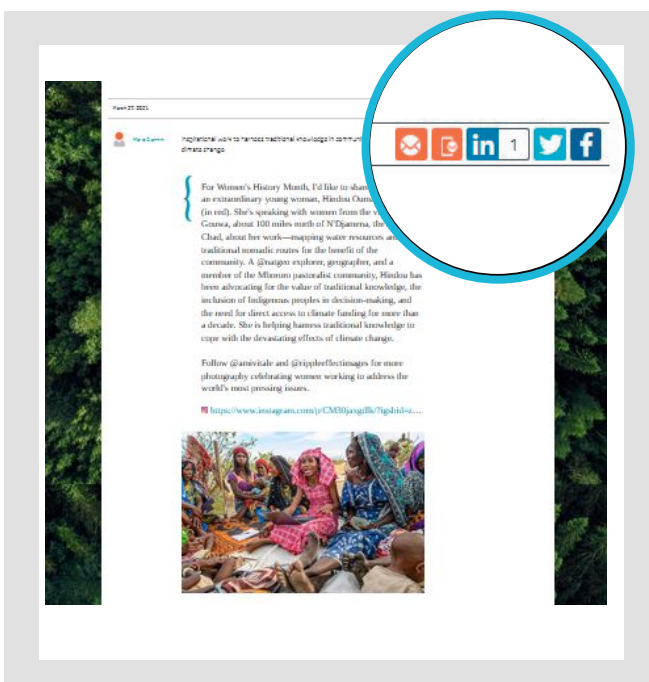
PDF



FROM URL

## SHARING

- Ideally everyone should share and share more – Like, Share, Repost, comment it doesn't matter, just get involved
- Use your LinkedIn, Twitter, Instagram, FB accounts to forward, share and comment on content that your colleagues have taken the time to build
- If you have interesting content that could be inspiring to others or relevant to your family, friends or colleagues – use the ISATOY function



# Additional Examples of Posts

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- EU Paving the Way for Human Rights & Environmental Due Diligence
  - The path to the post-Covid city
  - Biden takes 'giant step forward' on COVID-19 relief, but challenges lie ahead
  - US offers to help Egypt unblock Suez Canal
  - Women working in communities to address the world's most pressing issues
  - Building Back Better With Upskilling And Lifelong Learning
  - Sustainability Is Key to Building Back from Pandemic
  - Building the school's musical set has become tradition for four community members
  - US to help unblock essential waterway
  - Kids building resiliency through course
  - Local community participation in climate change mitigation is paramount: Environment Minister
  - Saudi Arabia unveils campaign to tackle climate change
  - Charity stills hunger temporarily, but tackling food security needs government intervention
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