

DONATE YOUR PLATE

#EmptyPlates Selfie Guide



No more #EmptyPlates in Blyth Valley

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What is an empty plate selfie?

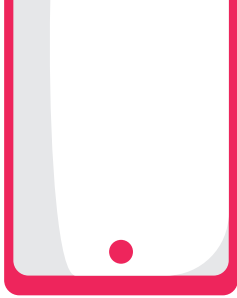
This half-term, thousands of children in Blyth Valley will be denied a vital free school meal voucher.

An empty plate selfie reflects the empty plates that our struggling kids will be facing during half term.

By sending a selfie with your empty plate, you stand in solidarity with our hardest-hit children in Blyth Valley and send a message to Ian Levy MP that he must change direction on this issue.

You can send any message you like with your empty plate selfie, either written on your plate or spoken out loud and proud.

Be strong and firm, but be fair. We do not condone abusive language of any form.



Tips for capturing your selfie

We suggest recording a video, if you are comfortable. Otherwise, snap a photo of yourself with your empty plate.

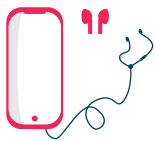
Use a real plate, if you can. We've included an empty plate printout in this guide too.

Recording a video

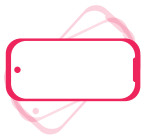
Use your mobile, tablet or webcam



Find a quiet spot and use a hands free mic



Record in landscape mode



Prop up your phone to keep it steady

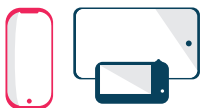


A few tips to remember if you choose to shoot a video:

- ▶ Keep your video short: 30 secs - 2 mins
- ▶ Speak clearly and slowly
- ▶ Look into the camera, speak directly to Ian
- ▶ Make use of a practice run
- ▶ Follow short written notes to help
- ▶ Don't swear, use abusive language or attack Ian personally
- ▶ Speak from your heart. Show your emotion.

Snapping a photo

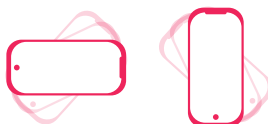
Use your mobile, tablet or camera



Ensure your message is big and bold to read



Capture in any orientation mode



Prop up your phone to keep it steady



A few tips to remember if you choose to capture a pic:

- ▶ Ensure you have good light
Make sure you are in focus
- ▶ Use a self-timer setting
- ▶ Or ask someone to take the photo for you
- ▶ Hold up your plate, but keep your face clear
- ▶ Express yourself, but respect yourself too
- ▶ Do not write or gesture anything offensive or rude

Uploading to Social Media

We want to see #EmptyPlate selfies on every platform possible. Tik Tok plates, instagram dishes and even YouTube reveals.

Ian Levy MP spends most of his time on Facebook and that is where we feel you are most likely to be heard.

How to upload your #EmptyPlate selfie

- 1** Record or capture your #EmptyPlate selfie
✓
- 2** Visit your social media accounts and select share, post or tweet depending on which platform you are using
✓
- 3** With your footage ready to upload, make a start on your post and tell people you are taking part in 'Donate Your Plate'
✓
- 4** Repeat our message to Ian Levy MP, that we, the people of Blyth Valley, want him to support a temporary extension of free school meal vouchers
✓
- 5** Don't forget the most important part, include our hashtag and call for no more **#EmptyPlates** in Blyth Valley



Where to find Ian Levy MP

www.facebook.com/IanLevyBlythValley

Ian has a facebook page which provides updates about his work and the Conservative Party.

To ensure he will see your message you can post directly to his page or by tagging his page in your facebook post.

Your message to Ian Levy MP

We recognise the strength of feeling across Blyth Valley at Ian Levy's decision to vote against a further, temporary, extension of free school meal vouchers.

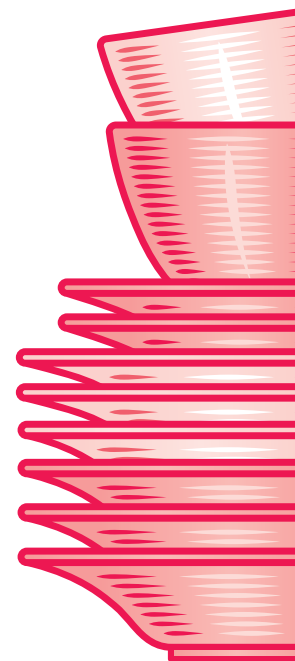
Your message to Ian Levy can be anything you would like it to be, to help convince him he must represent the people of Blyth Valley on the issue.

We've listed our demands below and we encourage you to use these in your message to Ian.

However you decide to put your point, be firm but fair. Don't indulge in personal attacks and refrain from using any foul or abusive language.

Speak truth and facts. Speak from your heart.

Speak for our bairns missing their meal.



Our demands to Ian Levy MP:

We, the people of Blyth Valley, demand that you:

1 **Vote to extend free school meals**

A reversal of extended free school meals policy nationally and your commitment to voting with any future effort to extend free school meals vouchers

2 **Feed our bairns this Christmas**

For you, in your position as Blyth Valley MP, to work tirelessly with all local leaders and groups to ensure a local replacement of the scheme in time for the Christmas school holidays

3 **Vote for Blyth Valley, not your party politics**

Recognition that you have failed to support the people of Blyth Valley on this policy and an understanding from you that no longer will the people of Blyth Valley accept your totally partisan voting record

Key messages

Here are some key points that you may wish to include in your message to Ian Levy.

Campaign statements

- "No more empty plates in Blyth Valley"**
- "Step up to the plate Mr Levy!"**
- "Our bairns should not go hungry during half term"**
- "Don't let our children go hungry at Christmas"**



What the people are saying?

Ian Levy is expecting a pay rise of £3,300. That could have paid for 660 meals for our children badly impacted by covid.

Is a £3 voucher, each day for half term, really too much to ask?

Ian Levy voted to spend £500million on Eat out to Help Out, but won't vote for £20million on our hardest-hit children?

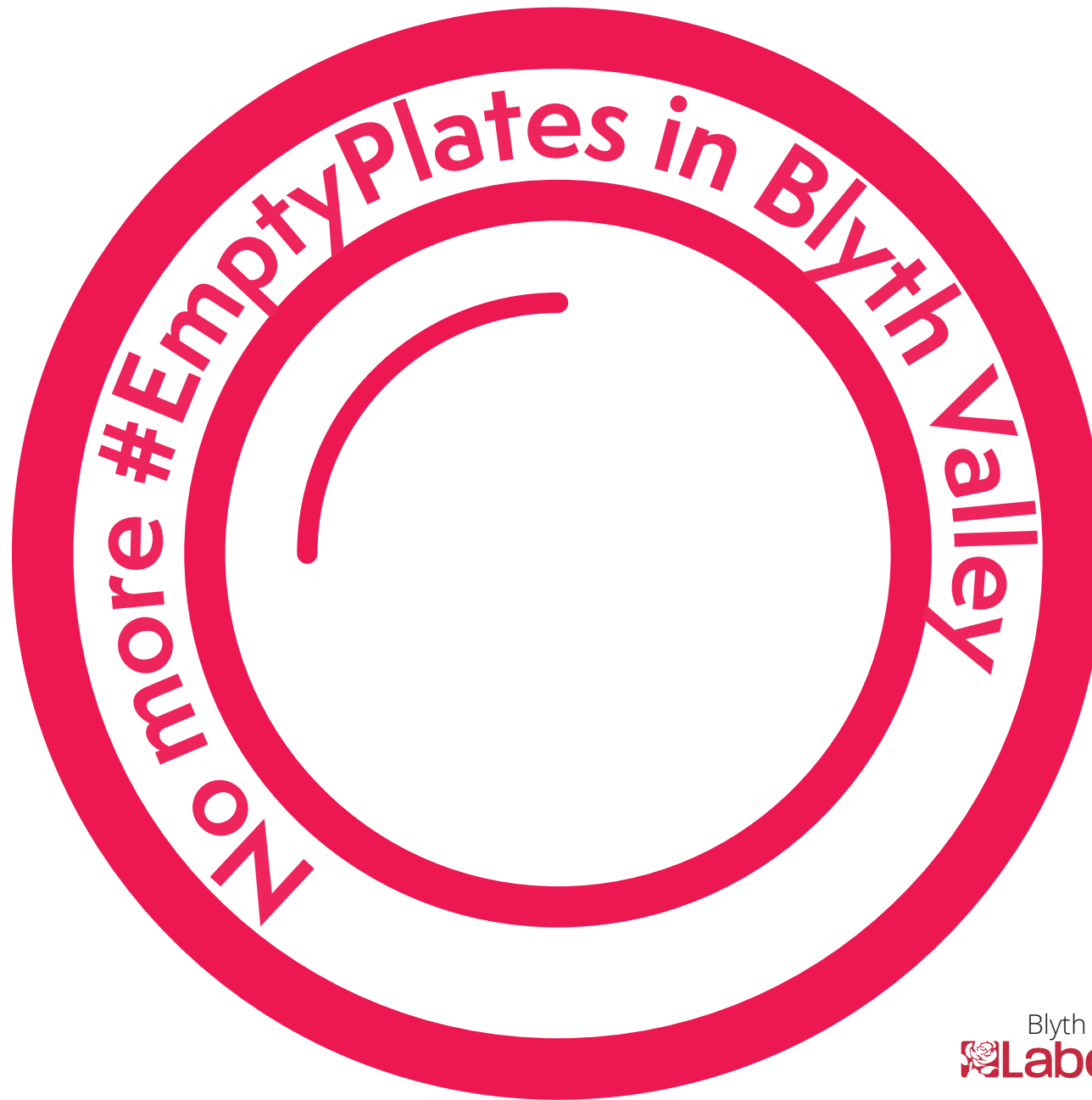
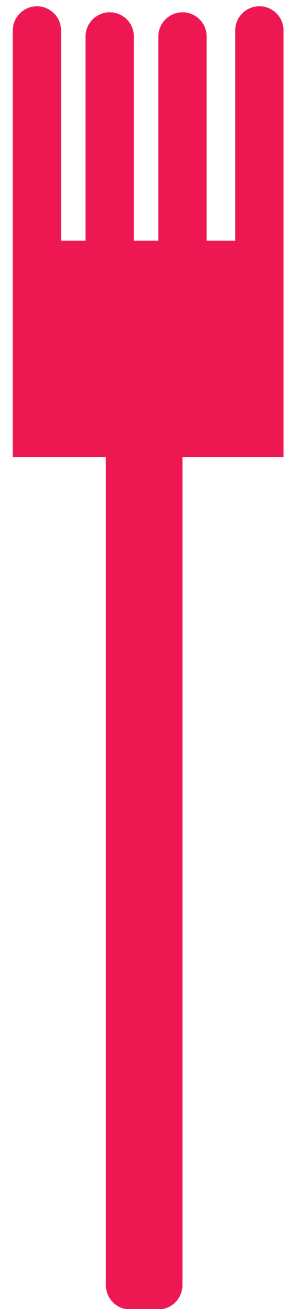
Levy's lunch at work is subsidised all year round, why not give those vouchers to our struggling kids?

Will our local businesses need to feed our kids every half-term Mr Levy? They're on their knees due to coronavirus too.

You promised to level up Blyth Valley Ian Levy. It's one lunch for you and none for the kids.

Margaret Thatcher came for our miners, now you and Boris are coming for our minors.

Your Conservative Party is handing out billions to failing private companies, while our children go hungry during half term.



No more #EmptyPlates in Blyth Valley



www.donateyourplate.co.uk

Blyth Valley
 **Labour**