Social Media Guidebook

For CIBSE Volunteers

Updated: July 2025

Contents

Introduction

Thank you for being a part of the CIBSE volunteer community. Your time, energy and expertise help shape the future of building services engineering and play a vital role in how CIBSE is seen by members, partners, and the wider industry. As a volunteer, you're not just representing CIBSE in your work, you're also a key voice in how we show up online. Whether you're posting from your own accounts or on behalf of a CIBSE group or region, the way you communicate helps reflect our values, our heritage, and our ambitions for the future.

That's why we've created this CIBSE Volunteer Social Media Guidebook a simple, supportive resource to help you represent the CIBSE brand with confidence, clarity, and creativity. Inside, you'll find guidance on how to use our logo, tone of voice, imagery and messaging in a way that feels authentic to you, while staying consistent with the trusted and professional presence people expect from CIBSE. We know that every platform and audience is different and this guide is here to support you in sharing content that's engaging, informative and aligned with our identity.

This is a social media-specific essential guidebook for volunteers. For full and detailed brand guidelines, please refer to the official CIBSE Brand Guidelines. If you'd like to use Canva templates to create content, please see page 24.

Thanks again for everything you do we're proud to have you representing CIBSE. If you're ever unsure which channel to use or are thinking about trying a new platform, feel free to get in touch with the CIBSE Marketing Team at marketing@cibse.org, we're always happy to offer guidance and support.

Choosing the right platform for your audience

You don't need to be active on every social media platform to make an impact. Moreover, choosing one channel that best suits your audience and using it consistently and thoughtfully is often more effective than trying to manage multiple accounts. Focus on where you feel most confident and where your content is likely to have the most engagement - quality and relevance matter more than quantity.

Understanding how each platform works helps you get the most from your posts. Here's a breakdown of the best post types, when to post, and top tips for LinkedIn, Facebook, Instagram, and X (formerly Twitter).

Note: We do not advise any network to set up their individual YouTube channels. All videos should be sent to the CIBSE Marketing team, and they will be shared from CIBSE's official YouTube channel (either publicly or as unlisted, depending on the nature of the video).

Choosing the right platform for your audience

LinkedIn

Best for: Professional updates, technical content, institutional news

Works well for:
- Event promotions (talks, conferences, webinars)
- Sharing industry insights, articles or thought leadership
- Celebrating milestones or awards
- Volunteer/member highlights
- Campaign launches

Best format: Carousel posts (A carousel is a multi-slide post where users swipe or scroll horizontally to view a sequence of images, text slides, or videos) and videos.

Best times to post:
Tuesday to Thursday and weekends
Morning to early afternoon (9am–1pm)

Image dimensions:
- Single image: 1200 x 1200 px
- Carousel (PDF): 1200 x 1500 px per slide
- Logo in corner and minimal text work well

Top tip:
- Keep it clean and informative. Add a CTA – Call to action (It's just a clear instruction telling someone what to do next) (e.g. "Join us", "Learn more").
- Use clear, engaging headlines and a strong image.
- Always add relevant tags like @WeAreCIBSE or your regional group and use industry hashtags (#BuildingServices, #BuiltEnvironment, #NetZero etc.).

Analytics: To view your LinkedIn Page analytics, click the **Me** icon on your homepage, select your Page under **"Manage"** and go to the **Analytics** tab. There, you can track performance metrics like visitor activity, follower growth, and post engagement.

Choosing the right platform for your audience

*Alt text enhances accessibility by providing descriptions of images for people who are blind or visually impaired and helps convey important information that may be missed by users with colour blindness or when images fail to load.

Instagram

Best for: Visual storytelling (telling a story using images, videos or graphics instead of just using words) and younger, diverse audiences.

Works well for:
- Reels (vertical videos) and short videos (event previews, spotlights)
- Carousel posts (e.g. "5 things from our event")
- Infographics and awareness day content
- Stories (Instagram Stories are temporary posts that last 24 hours and show up in a slideshow format at the top of the app) for real-time updates
- Inclusive content (Pride, Women in Engineering Day, etc.)

Best format: Carousels (Multiple images) and Reels (Videos)

Best times to post:
Monday to Friday
Morning to afternoon (9am–12pm) Evening (5pm–7pm)

Image dimensions:
- Square: 1080 x 1080 px (1:1)
- Portrait (4:5 ratio): 1080 x 1350 px (recommended for feed)
- Stories/Reels: 1080 x 1920 px (9:16)

Top tip:
Keep visuals vibrant and on-brand and include alt text* for accessibility. Use Stories for timely updates and calls to action. Since posts can't include clickable links, use a tool like Linktree in your bio to direct users making Stories even more important for driving engagement.

Analytics: To access analytics on your Instagram account, go to your profile and tap the **menu icon (≡)** in the top right corner, then select **Insights**. From there, you can view data on content performance, audience activity, reach, and engagement. Note that you need a **Business or Creator** account to access Insights.

Choosing the right platform for your audience

Facebook

Best for: Community engagement and local updates

Works well for:
- Event photos and reminders
- Volunteer and group activity updates
- Behind-the-scenes posts
- Friendly thank-you and shoutouts
- Sharing links to blogs or videos
- Best format: Multiple images and Videos

Best times to post:
Wednesday–Saturday
Lunchtime or early evening (12pm–5pm)

Image dimensions:
- Standard image post: 940 x 788 px
- Event cover image: 1920 x 1080 px
- Stories: 1080 x 1920 px

Top tip:
Use a warm tone, tag volunteers, and post casually to boost interaction. Keep it warm and relatable - use casual language, emojis, and ask questions to spark engagement.

Analytics: To access Facebook Page analytics, log in, click your **profile picture**, and switch to your **Page**. Then go to **Insights or the Professional Dashboard** from the left-hand menu to view data on reach, engagement, and audience. Admin access is required.

Choosing the right platform for your audience

Given the ongoing concerns and controversy surrounding X (formerly Twitter) and its data management policies under Elon Musk's leadership, we recommend limiting activity on the platform or avoiding it altogether where possible, in favour of more stable and trusted channels.

X

Best for: Real-time updates and public-facing campaigns.

Works well:
- Live-tweeting events
- Quick updates or reminders
- Sharing links with commentary
- Retweeting CIBSE or partner content
- Awareness days and campaign hashtag

Best times to post:
Weekdays
Early morning (8–10am) or lunchtime (12–1pm)

Top tip:
Be brief and timely. Include links, tag relevant accounts, and use 1–2 hashtags for best reach.

Analytics: To access analytics on X, log in to your account, click on your profile icon, and select **"Analytics"** from the menu (or visit analytics.twitter.com directly). There, you can view data on tweet impressions, engagement, profile visits, and follower growth. A standard account is sufficient - no special setup needed.

Your role as a CIBSE volunteer

When sharing content (From personal accounts)

- Clearly identify yourself as a CIBSE volunteer when relevant but make clear that your views are your own and do not necessarily represent CIBSE's official position unless explicitly stated.
- Share and promote CIBSE's official campaigns, events, and news to support our wider community.
- Share content thoughtfully, ensuring it reflects well on you and upholds CIBSE's reputation for professionalism and inclusivity.
- Avoid sharing confidential or proprietary information.

When sharing content (From Network pages/accounts)

- Follow the guidelines/suggestions outlined in this guidebook. For more detailed information, refer to the full CIBSE Brand Guidelines.
- If you've added a Network account to your personal device, always double-check you're posting from the correct profile.
- Log out of Network accounts or switch to your personal account when using the platform for personal purposes.
- Ensure that all facts, stats, or claims in posts are sourced from official CIBSE or partner materials. Avoid sharing unverified or third-party content without approval.
- Avoid sharing confidential or proprietary information.

When engaging with others

- Be respectful and constructive when interacting with others online.
- Report any inappropriate or harmful behaviour encountered in CIBSE online spaces to the CIBSE Marketing Team.

Examples of CIBSE brand and posts

How to start writing your Engineering Practice Report

Friday
23 May 2025

Starts at
12:00 BST

Highlight your achievements clearly

Steer clear of common report mistakes

Ensure your report meets CIBSE requirements

Register Now

Introduction to the Building Safety Act

16 June | Remote

People Quotes Examples

"Becoming professionally registered is a significant personal achievement and demonstrates to customers the high standards of engineering and commitment to ongoing professional development. The Experience Route made the process straightforward and quicker than before."

James Nutkins CEng MCIBSE
BEng (Hons)

Embracing collaboration in engineering can transform the industry into an inclusive, innovative, and sustainable force in the next decade. An inclusive workforce reflecting our diverse societies will empower women in leadership and technical roles.

To young women aspiring to join the global engineering community: believe in your abilities, embrace challenges, and pursue careers that create lasting impact. Engineering is a vibrant field that thrives on innovation, creativity, and collaboration and your unique perspective as a woman can drive meaningful change.
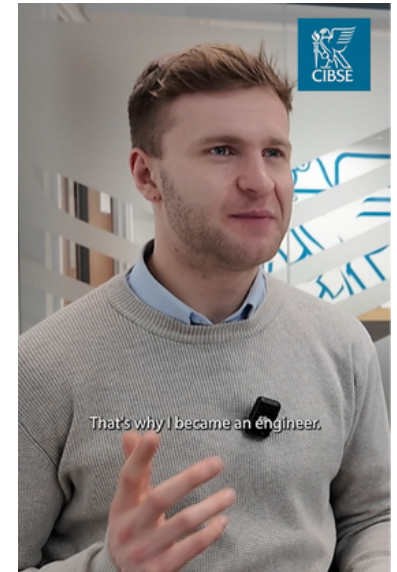
Jovian CHEUNG
Senior Building Services Engineer,
Electrical & Mechanical Services Department
HKSAR

Examples of CIBSE brand and posts

Video examples

For detailed guide to produce videos: video-guidance.pdf

Examples of CIBSE brand and posts

Design principles we follow at CIBSE

To help us communicate clearly and consistently, here are a few design principles we aim to follow across our social media content:

- **Use of Brand Elements –** Stick to CIBSE's official colours, fonts and logos to ensure consistency and familiarity.

- **Clear and Simple Layouts –** Prioritise clarity over complexity to make content easier to read and understand.

- **Inclusive Messaging –** Use language and visuals that reflect the diversity of our members and audience.

- **Strong, Relevant Imagery –** Choose high-quality images that support the message without overwhelming it.

- **Purposeful Content –** Aim for every post to have a clear focus and action, whether it's informing, inviting or celebrating.

- **Accessibility in Mind –** Where possible, use alt text, ensure strong contrast and avoid busy backgrounds.

- **Minimal Distractions –** Keep designs clean and free from unnecessary elements so the key message stands out.

CIBSE Logos

Here are the approved versions of the logo available for use:
CIBSE logo for volunteers

Official CIBSE Logo

To ensure the CIBSE logo always appears clear and professional, it's important to maintain a consistent exclusion zone around it. This clear space should be equal to the height of the letter 'I' in CIBSE on all sides, keeping the logo free from surrounding text, images, or graphics.

The minimum width for using the logo is 10mm, which helps preserve legibility at smaller sizes.

W: 20mm   W: 10mm

CIBSE Logos

Incorrect use of CIBSE logo

To help maintain the integrity of the CIBSE brand, we kindly ask that you use the official logo files as provided and avoid making any edits. Consistent use helps everyone recognise and trust the brand.

1. Avoid stretching or squashing the logo.
2. Avoid resizing individual parts.
3. Avoid rotating or tilting the logo.
4. Avoid changing the colours.
5. Avoid changing the font.
6. Avoid coloured backgrounds that reduce legibility.
7. Avoid using the white logo on light backgrounds.
8. Avoid placing the logo on busy or patterned backgrounds.
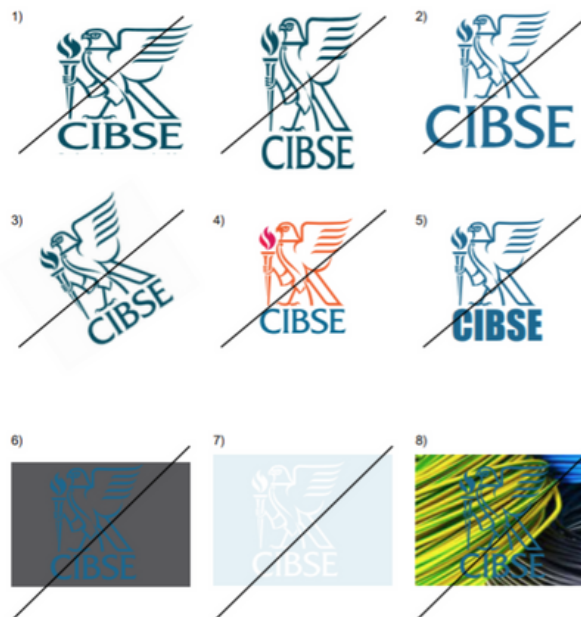
CIBSE Logos

To help maintain the integrity of the CIBSE brand, we kindly ask that you use the official network logo files as provided and avoid making any edits.

Logos for all the regions can be found here:
Regions Logos

Logos for all the special interest groups can be found here: SIG Logos

Logos for all Young Engineer Network can be found here: YEN Logos

Network (Societies/Regions/Groups) Logos

Please use the logo **exactly** as provided.

The exclusion zone is measured using the unit 'X', where X equals the height of the letter 'I' in "CIBSE". This zone must be preserved around the logo.

Do not crop, resize, or adjust any part of the logo especially the text placement, or spacing.

Note: The red background is for demonstration purposes only.

Colour Palette

If you're creating a social media post, you'll need the **HEX code** as it's the most commonly used format for colours.

Our brand colours help maintain a clear and recognisable identity. Always lead with **CIBSE Blue (Pantone 308)** as the core colour in any visual content.

When working digitally or in print, use the correct format:
- CMYK for print
- RGB/HEX for web and social media

Pantone 308

Four colour process:

C: 100
M: 0
Y: 0
K: 50

Screen colours:

R: 0
G: 104
B: 144

Hex colour code: #006991

Supporting Colours

Alongside CIBSE Blue (Pantone 308), we have a set of approved supporting colours. These can be used to complement visuals such as in backgrounds, graphics, or charts to keep content fresh and engaging.

However, please avoid applying any of the supporting colours to the CIBSE logo itself. The logo should always appear in its primary approved colour formats to protect its integrity.

Pantone 109

C: 0
M: 33
Y: 100
K: 4

R: 241
G: 171
B: 1

#ffd000

Pantone 349

C: 92
M: 0
Y: 88
K: 50

R: 0
G: 103
B: 55

#006737

Pantone 130

C: 5
M: 35
Y: 100
K: 0

R: 241
G: 171
B: 1

#f1ab01

Pantone 519

C: 73
M: 100
Y: 0
K: 39

R: 72
G: 15
B: 99

#480f63

Pantone 187

C: 0
M: 100
Y: 65
K: 18

R: 200
G: 15
B: 63

#c80f3f

Pantone 662

C: 100
M: 84
Y: 0
K: 20

R: 15
G: 58
B: 133

#0f3a85

Typography

Primary

CIBSE's official typeface is **Helvetica Neue** and should be used consistently to maintain a professional and cohesive look across all communications.

Helvetica Neue 45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 . , : ; ! ? ( ) &

Secondary

In cases where Helvetica Neue is not available, **Arial** should be used as the secondary typeface. Arial is widely accessible and works well across digital platforms, making it a reliable alternative for both marketing materials and online content.

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 . , : ; ! ? ( ) &

Creating great content

Tips for Writing Engaging Posts

- Be clear and concise - short, impactful posts capture attention.
- Use a warm, professional tone that reflects CIBSE's values and expertise.
- Encourage interaction with calls to action like "Join the conversation" or "Learn more."
- Include relevant hashtags to extend your reach thoughtfully.
- Tag colleagues, groups, or partners to increase engagement.

Ideas for Photos and Videos

- Share behind-the-scenes glimpses of events, projects, or meetings.
- Showcase volunteers and members to highlight personal stories.
- Use visuals of your committee and activities to bring CIBSE's work to life.
- Create short videos or reels for quick updates and event highlights.
- Use infographics or animations to simplify and explain technical topics.

Creating great content

Things to remember

- Keep it clean: Use a simple, uncluttered layout that draws attention to what matters.
- Use minimal text: Be concise, let visuals do the heavy lifting.
- Maintain breathing space around the logo: Give it room to stand out and avoid crowding.
- Ensure a clear CTA: Make your call-to-action obvious and easy to follow.

Creating great content

Things to avoid while using the official logo

Changing the logo

Using overly casual fonts or off-brand colours

Crowding the logo - always leave enough breathing space as per brand guidelines.

Creating great content

Resizing/cropping the logo

Using overly casual fonts or off-brand colours

Crowding the logo - always leave enough breathing space as per brand guidelines.

Creating great content

Other tips for the most engaging content

- Try to avoid placing the logo directly over a person or busy part of an image, it helps keep things clear and professional.
- Choose simple backgrounds where text and logos can be easily seen.
- Keep text on graphics short and easy to read brief messages work best.
- Use high-quality images to make your posts look their best.

Other things to avoid

Note: Please be mindful of **copyright laws** when sourcing images. Avoid using copyrighted content without permission, as it can pose legal and reputational risks. Instead, use copyright-free platforms like Unsplash, Pexels or Pixabay, which offer copyright free, high-quality copyright free images .

Creating great content

How to design a social media post (Canva)

- Open Canva or any other editing tool of your preference.
- Pick a template of your choice – A simple one to be clear and precise. You can also use <u>CIBSE Volunteer Social Media Canva Template - CIBSE Logo</u> or <u>CIBSE Volunteer Social Media Canva Template – Network Logo</u>
- Insert all the relevant information.
- On the editor menu bar, click Share.
- Select Download.
- On the dropdown, choose a file type for your download. Learn more about the <u>supported download file types</u>.
- If your design has multiple pages, choose the pages to download from the dropdown and click Done. Select all pages to download the entire design, select the current page to download just the page you're viewing, or select individual pages to download specific pages.
- Select Download.

Detailed tutorial can be found here: <u>A beginner's guide to using Canva</u>

Quick references and resources

- CIBSE Brand Guidelines - <u>CIBSE Brand Guidelines</u>
- Approved versions of the official CIBSE logo available for Volunteer use**:** <u>CIBSE logo for volunteers</u>
- Logos of all the regions**:** <u>Regions Logos</u>
- Logos of all the special interest groups**:** <u>SIG Logos</u>
- Logos of all Young Engineer Network: <u>YEN Logos</u>
- Canva Templates for volunteers (Using CIBSE logo) - <u>Volunteer Social Media Template - CIBSE Logo</u>
- Canva Templates for volunteers (Using Network logo) - <u>Volunteer Social Media Template – Network Logo</u>

If you're ever unsure about any part of the social media guidebook, don't hesitate to reach out to the CIBSE Marketing Team at marketing@cibse.org, we're always happy to offer guidance and support.

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