



Social Media Guidelines for CIBSE Regions, Groups, Societies and Networks



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Introduction and Purpose

Thank you for helping to run a CIBSE social media account. Social media is now widely used across the world, which makes it a vital tool for:

- Raising awareness of CIBSE
- Promoting events or activities
- Engaging with members and the wider engineering community

We encourage CIBSE Regions, Groups, Societies and Networks to have a presence on social media and to use it as an engagement tool. However, if social media activity is handled incorrectly there is a risk that it could damage CIBSE's reputation. This guide is designed to help you use social media to gain positive outcomes for the Institution.

Getting Started

Choose a platform

Although CIBSE has a presence on numerous platforms including Twitter, LinkedIn, Facebook, Instagram, and YouTube. **We would recommend that you choose one platform to start with and do it well**, rather than spreading yourself too thin across multiple platforms. You can always add extra accounts later if you feel the need to.

Before committing to running an account, you should ensure that you have the capacity to post regular and relevant content to your audience. You should have an idea in your head of what you would like to achieve through setting up a social media account and who your target audience will be.

You can then use our *Guide to Platforms* section, to understand which platform will help you to best accomplish your goals.

Setting up an account

When setting up an account, please contact Lucy Aldcroft (Laldcroft@cibse.org) to notify of:

1. The platform you intend to use
2. The handle or URL that you plan to use
3. The name and contact details of who will be managing it.

If setting up a Twitter or Instagram account, you should ensure that you are registering with an @cibse.org address, rather than a personal one which nobody else will be able to access.

On LinkedIn and Facebook, it is advised that you are not the only person with admin access to the account. We would recommend adding other trusted members of your network or committee for succession reasons.

Branding and Images

To protect and strengthen the CIBSE brand, it is important that there is visual consistency across CIBSE and its affiliated social media accounts.

We have provided a [Branding Folder](#) where you can download the recommended profile photo, cover photos and a variety of licensed stock images for use on your account.

It is important that you do not post material for which you do not own the copyright or a licence unless you have permission from the copyright owner. All images provided by CIBSE are licensed for use by CIBSE only and can not be passed on for use by other companies. (e.g., your workplace or for personal use).

Design Tools

For those who want to have a go at creating promotional images, we would recommend using a free online design tool called '[Canva](#)'.

We have created some [Canva templates](#) you can edit and use to promote events and webinars on social media. (click the pencil icon in the bottom left-hand corner and select 'edit' to start using).

Diversity & Inclusivity

Below are some recommendations from the [CIBSE Inclusivity Guidelines](#) which will help you to ensure that you are running an inclusive social media account:

- Use language that is gender neutral e.g Chair rather than Chairman.
- If reference to demographic groups is required, use terms that are deemed to be widely acceptable. (The guidelines include a full appendix of inclusive terminology)
- Where possible endeavour to have a balance of male/ female and people from different ethnic backgrounds and age groups represented in images.
- Make sure all social media accounts have activated the accessibility features in the settings, for example *Image Description*.

Misuse of Social Media

Any social media platform which uses the CIBSE logo or name is representative of the Institution and therefore must be used responsibly and appropriately. You must not:

- Use the account to promote other businesses, products or individuals for financial gain.
- Post content which could be deemed offensive to anyone.
- Post personal content which is not related to CIBSE and the building services industry.
- Ensure that all content and activity is in line with the [CIBSE Code of Conduct](#).

Guide to Platforms



LinkedIn

Typical Users: Professionals, students, and graduates. The majority of users are aged between 25-34 years old, with 6 out of 10 users actively using LinkedIn to look for industry insights.

LinkedIn is used for making professional connections with people within your industry, which makes it a great platform for CIBSE to use. On our central account, we consistently see the best results come from LinkedIn compared to our other social media platforms.

LinkedIn Page

A LinkedIn page is an effective platform for showcasing services, news, and events to followers. The type of content that works well on LinkedIn are articles, blogs, thought pieces, guides, and videos.

- You should aim to post around 2-5 times a week on a LinkedIn page.
- We would recommend adding other people from your committee as 'Page Admins' for succession reasons.

[Create a LinkedIn Page](#)

[Add or Remove Admins on Your LinkedIn Page](#)

[Post an Update on Your LinkedIn Page](#)

[LinkedIn Pages Best Practice](#)

LinkedIn Groups

A LinkedIn Group acts as a discussion forum and any member of your group can post in it from their personal account. You can use it to drive interaction, engagement, and discussion with members. However, it can involve much more admin work than running a LinkedIn Page.

- As any member can post in your group, there is a risk that groups can be taken over by advertisers and recruiters trying to sell their products.
- We would suggest that you give 2-3 people 'admin' or 'group manager' responsibility. They will need to approve people as members and approve posts within the group.
- Ensure you set out clear rules and guidelines for your group. You can copy CIBSE's LinkedIn Group rules and guidelines [here](#).

[Create a LinkedIn Group](#)

[Adding or Removing a Group Manager](#)

[LinkedIn Groups Best Practice](#)



Twitter

Typical Users: The majority of users are aged 24-39. A 2020 study by Omnicore described 80% of users as 'affluent millennials'. 71% of users are using the network to get news.

Twitter is the go-to platform if you want to reach out to followers with breaking news, announcements, and other current information. The type of content that works best on this platform are quick reads and links to articles or news stories. It is also widely used to provide customer service and handle complaints.

- There is a 280-character limit on Twitter, so posts need to be succinct.
- You should try to post something at least once a day from Monday-Friday

[Signing up with Twitter](#)

[How to Tweet](#)

[Adding Content to Your Tweet \(Images, GIFs, Video, Links\)](#)



Instagram

Typical Users: Over 70% of Instagram users are aged between 18-34. Users spend an average of 28 minutes every day on the platform.

Instagram should help you to engage with a younger audience than other platforms, but it requires consistency and high-quality visuals to be successful. You cannot include clickable links in your posts, so it is a platform designed for engagement, rather than event registrations or sales.

- You should try to post around 1-3 times per week.
- Images should be high quality and eye catching.
- Hashtags are a valuable tool for reaching a wider audience. You are able to use up to 24 hashtags in a post and it is recommended that you use as many as possible. Useful hashtags include: #WeAreCIBSE #engineeringlife #engineer #engineering #engineeringstudent #buildingservices #buildingservicesengineering #engineeringmemes

[Creating an Account and Username](#)

[Sharing Photos and Videos](#)

Instagram stories: You can create content on Instagram stories, which will be visible to your followers for 24 hours. Content options include quizzes, polls, Q&As, images, text, and videos.

[Adding Stories](#)



Facebook

Typical User: The majority of users are aged 25-34. However, it is also more widely used by senior audiences (aged 65+) than other platforms.

Many people use Facebook for personal connections, so it is a good place to form a personal relationship with followers. However, many people do not wish to follow work related topics on this platform which puts CIBSE at a disadvantage. Facebook is most valuable as a promotional tool as their paid advertising is extremely effective.

- Try to post 2-4 times a week, any more than this and Facebook's algorithms may start to recognise you as spam.
- Hashtags do not need to be used on Facebook

[Facebook Business – Help Centre](#)

[Create and Manage a Page](#)

[Best Practice for Posts](#)

[Facebook Insights](#)

Support from CIBSE Marketing

Join the CIBSE Social Media Support Group

Hosted on Microsoft Teams, this is a forum for those running CIBSE social media accounts to share best practice, ask the CIBSE Marketing Team for advice and access branding resources. Please contact laldcroft@cibse.org to request access to the group.

Have your post shared by the main CIBSE Twitter account

We are happy to share one post per network, per fortnight from the CIBSE Twitter account. If you would like CIBSE to share something on your behalf, please DM us with a link to your original post or send details in the 'CIBSE Social Media Support Group' on Microsoft Teams.

Have your own YouTube Playlist

If you have video content that you would like to host on YouTube. We can create a dedicated playlist on the CIBSE YouTube Channel for you. Just send your video content to regions@cibse.org / groups@cibse.org to have it uploaded to your playlist.

Take part in a takeover activity

CIBSE runs several activities across social media which require takeovers from regions, group, and societies.

#WeAreCIBSE Blogs – Write a 500-word article or interview to feature on the CIBSE blog. This should ideally highlight the activities of your network and encourage others to get involved. CIBSE will then share this blog across social media.

Q&A – Q&As can be hosted on Twitter or Facebook / Instagram Stories. They could be on anything from an award or event you are running, to a technical subject.

A day in the life of... - Takeover the CIBSE Instagram story for a day with regular updates on what happens during a typical day in your job role.

To find out more or take part in any of these activities, please contact Lucy Aldcroft laldcroft@cibse.org.

Contact

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