CIBSE Volunteer Social Media Guidebook

For CIBSE Volunteers

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CIBSE
Inspiring people. Transforming places.

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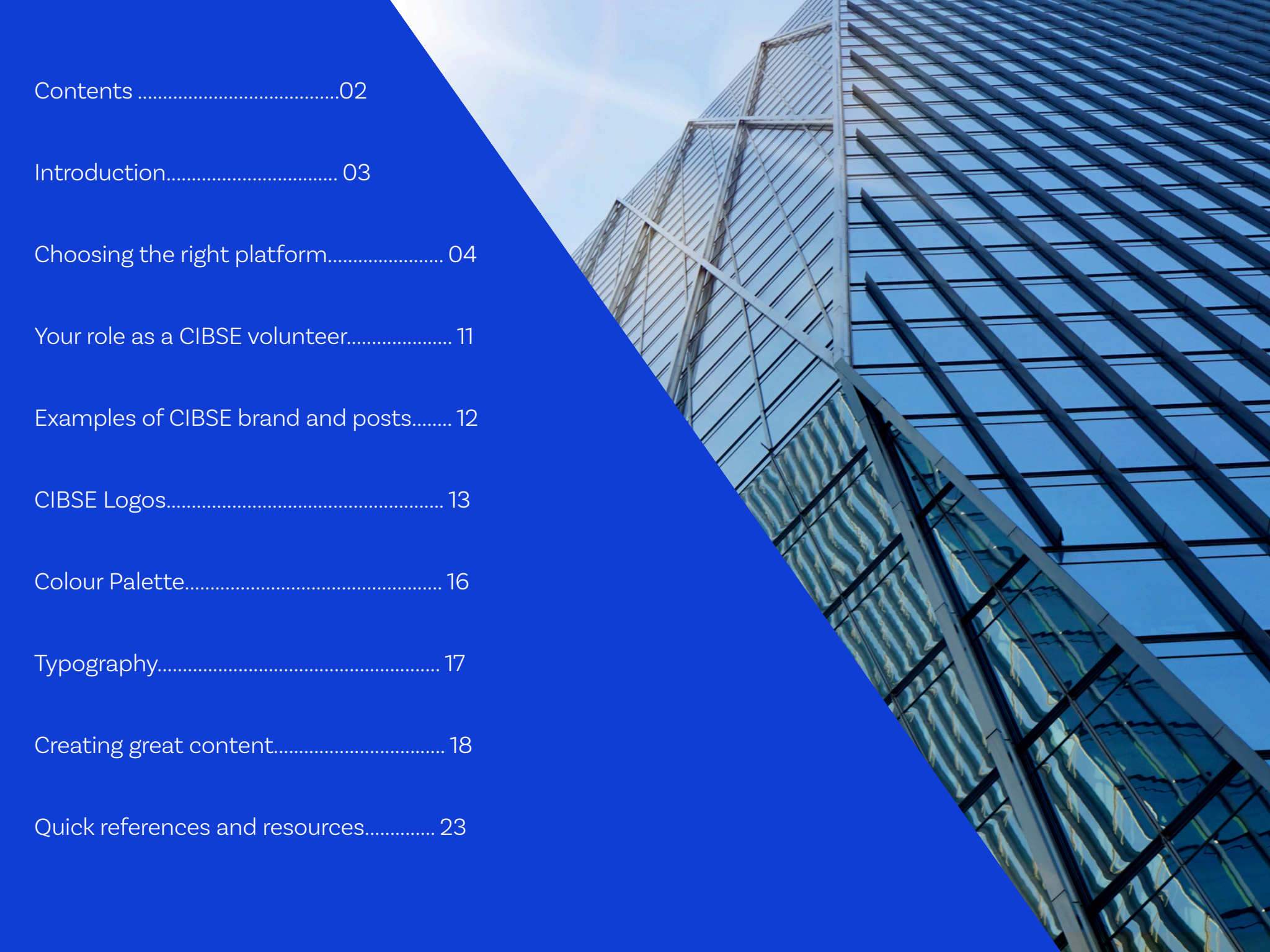


Introduction

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 Network, 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 23**.

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 **don't** 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

Choosing the right platform for your audience

LinkedIn

Top tip:

- Keep it clean and informative. Add a 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 Network 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

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)

Choosing the right platform for your audience

Instagram

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.

***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.

Choosing the right platform for your audience

Image dimensions:

- Standard image post: 1080 x 1080 px
- Landscape image: 1080 x 566 px
- Stories: 1080 x 1920 px

Facebook

Best for:

Community engagement and local updates

Works well for:

- Event photos and reminders
- Volunteer and Network 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)

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

Image dimensions:

- Standard image post: 720 x 720 px
- Landscape image: 1280 x 720 px
- Vertical image: 720 x 1280 px

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 at marketing@cibse.org.

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.

Using the right logos

The official CIBSE logo **must not** be used by CIBSE Networks (except societies); please use only your network's logos.

To protect the integrity of the CIBSE brand, **official** CIBSE logos **must not** be used by Networks **(Regions, Young Engineers Networks (YENs), Special Interest Groups (SIGs), Fellows Networks and WiBSE) except Societies** in any of their communications or materials. Instead, all teams should use only their designated logos to ensure clarity, consistency and correct brand representation.

Networks are free to use their **own logos when designing collateral** such as social media posts, emails, prints, etc. More guidance on the correct use of the logo can be found later in this document.

Using the right logos

The official CIBSE favicon can be downloaded here

Although networks are not permitted to use the official CIBSE logo, all networks **must** use the official **CIBSE favicon** as their **profile picture** across all social media platforms. This ensures that each network is correctly represented as part of the CIBSE brand and maintains a consistent and professional online presence.

Networks are however free to choose any image for their banner/cover picture. This may be used to showcase network members, promote a campaign, or highlight relevant activities. If you prefer not to use a custom banner, you may instead use the **approved** CIBSE social media banners/cover images provided here.

Networks are also free to use their **own logos when designing collaterals** such as social media posts, emails, prints, etc. More guidance on the correct use of the logo can be found later in this document.

CIBSE favicon to be used as the profile picture on all social media platforms

Using the right 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

Logos for EDI Panels can be found here:

EDI Panels Logos

Networks Logos

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

Clear space equivalent to the size of the **'E'** must be given to the logo on all sides. This area should be free of any detail, to ensure the brand is given room to breath.

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

Note: This 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.

Note: Please note that SoVT, SoPHE, SDE, and SFE are not allowed to use the Pantone **122C (Yellow)** colour and should stick to their official brand colours.

Our colour palette is designed for a digital-first environment, featuring vibrant, high-impact tones that enhance visibility and energy across all platforms.

When working digitally or in print, use the correct format:

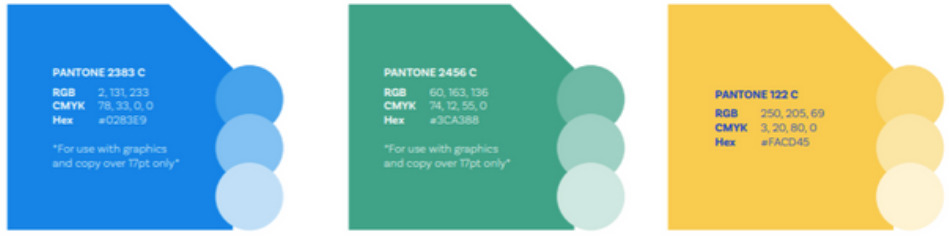
- CMYK for print
- RGB/HEX for web and social media

Primary palette

Alongside the primary palette, 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 these colours to the CIBSE logo itself. The logo should always appear in its primary approved colour formats to protect its integrity.

Secondary palette



Typography

Primary

Our primary typeface is **Basic Sans**. Both accessible and legible, our typeface allows us to maintain clarity with our copy. Three font weights are used: bold and regular for titles and key information and light for body copy.

A **minimum** font size of **10pt** is imposed on printed collateral for body copy.

Basic Sans

Headers and sub headings - Bold and Regular

ABCDEFGH
JKLMNOPQ
RSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

ABCDEFGH
JKLMNOPQ
RSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

Body copy - Light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

Secondary

When our primary typeface is not available, our secondary font is **Arial**. Two font weights are used: bold for titles and key information, regular for body copy.

A **minimum** font size of **10pt** is imposed on printed collateral for body copy.

Arial

Headers and sub headings

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

Body copy

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

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

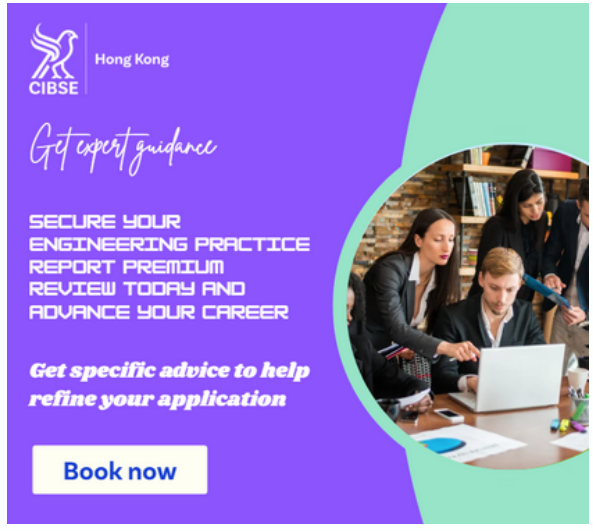
- **Keep it clean:** Use a simple, uncluttered layout that draws attention to what matters.
- **Use minimal text:** Be concise, let visuals do the heavy lifting.
- **Maintain breathing space around the logo:** Give it room to stand out and avoid crowding.
- **Ensure a clear CTA:** Make your call-to-action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

Creating great content

Things to avoid

Changing the logo

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



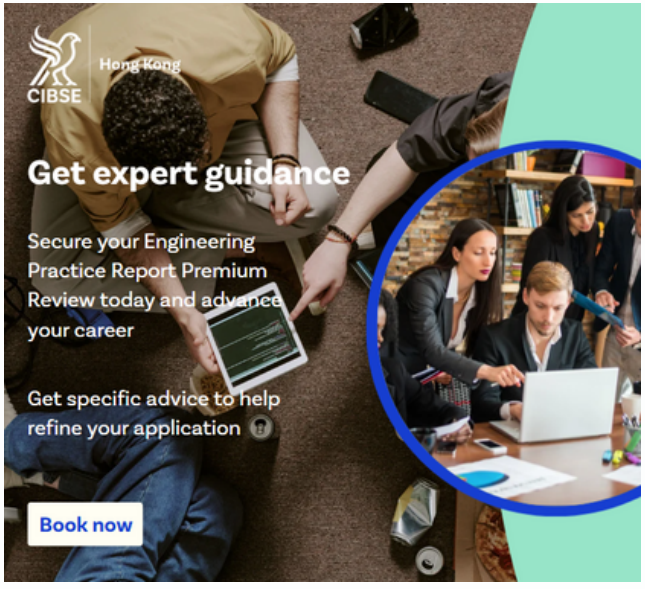
Using overly casual fonts or off-brand colours

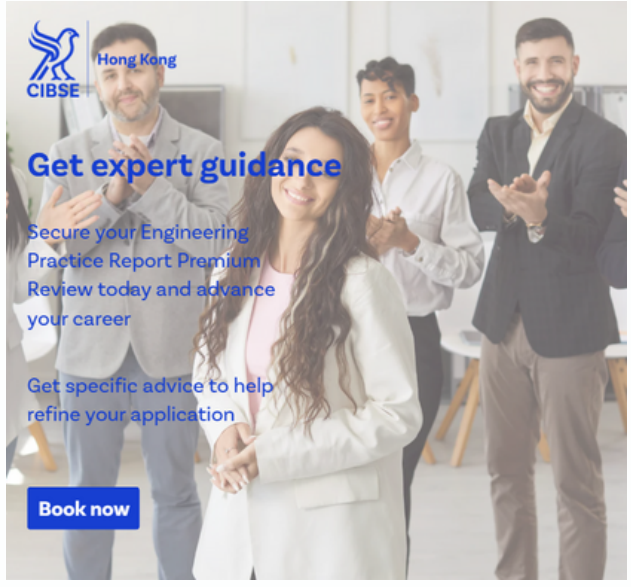
Creating great content

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 **CIBSE Volunteer Social Media Canva Template – Network Logo**
- 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 **supported download file types.**
- 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: **A beginner's guide to using Canva**

Quick references and resources

- CIBSE Brand Guidelines - **CIBSE Brand Guidelines**
- Logos of all the Regions: **Regions Logos**
- Logos of all the Special Interest Groups: **SIG Logos**
- Logos of all Young Engineer Network: **YEN Logos**
- Logos of all the EDI Panels: **EDI Panels Logos**
- Logos of the Fellows Network: **Fellows Network Logos**
- Canva Templates for volunteers (Using Network logo) - **Volunteer Social Media Template – Network Logo**

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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