



BCS SOCIAL MEDIA BEST PRACTICE GUIDE

Digital Marketing

October 2019

Social media best practice

These guidelines have been put together by Jess Austin to inform and recommend on what is advisable and on-brand on our social media platforms as reference for those who have been authorised or encouraged to share content relating to their occupation at BCS

Tone-of-voice

- General BCS ToV – We refer to ourselves as a collective; ‘we’, ‘our’, ‘us’ and avoid stating ‘BCS’ and use of slang/overly-informal or technical language
- **LinkedIn** – This is a professional platform where we want to showcase our professional products and services. It’s where we have a large following from senior leaders so TOV should be concise and not too technical – it’s all about the benefits they can gain and solutions to be offered
- **Facebook** – This platform is more personable, where people want a more informal, light-hearted approach and is where we have a large following of younger professionals so tone of voice should be inspirational, driving an emotional response, and not overly technical
- **Twitter** – This platform is where content doesn’t last long and needs to be impactful, so TOV should have a sense urgency and impactful language to catch users’ attention

Content type

These types of content tend to work well on the following platforms:

- **LinkedIn** – This is a platform where users seek employment, networking, and business solutions and often look for peer reviews or expert-generated content, so longer-form pieces can work well on this platform. We recommend:

Long-form articles, long-form videos, listicles, case studies, blogs, articles, reports, research

- **Facebook** – This is where users go to find light-hearted, inspiring, and engaging content to learn from or gain entertainment from. We recommend:

Case studies, listicles, short videos, blogs, behind-the-scenes photos and videos, polls, infographics

- **Twitter** – This is where users will go to catch up on what's happening right now, either within their own networks or within wider society and want to see news headlines. The key is to provide topical content and engage in conversation. We recommend:

News stories, short video, behind-the-scenes, polls, listicles, topical articles

Post format

To optimise how well your posts can be seen on social media, make sure your posts are:

- Well-spaced – to ensure you get optimal visibility and impact at first view
- Attention-grabbing – keep the headline short, and at the top
- Clear and transparent – be explicit in any promotional or advertising content
- Informative and well-sourced – reference your sources and ensure NOT to share fake news or overly-political content which doesn't align to our values or policies
- Consistent with our brand tone of voice
- Capitalised hashtags i.e. #ComputerTechnology #Diversity

But avoid:

- Defamation or inappropriate engagement
- Ambiguous information/fake news
- Off-brand artwork/creative
- Excessive use of capital letters and questions



BCS, The Chartered Institute for IT

20,199 followers

1mo • 🌐



We wish all of our members, volunteers, trustees, partners and followers a very happy festive season.

We want to thank everyone for their ongoing commitment and hard work within the industry. To celebrate 2019, we've taken a look back at just some of the many achievements we've had this year.

We're looking forward to what we can do as a community in 2020. Join us and be part of our mission to make IT good for society.



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Post frequency

Industry best practice states you should post the following amount per day:

- LinkedIn – x1
- Facebook – x2
- Twitter – x4
(including retweets)

Take a look at pages like the below (pt. 8) on when it's best to post on different platforms:

<https://coschedule.com/blog/social-media-best-practices-for-business/>

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
25 08:30 Our AI researc... 16:55 BCS welcomes ... View entire day (2)	26 08:00 We are proud t... View entire day (1)	27 11:13 Cyber Crime 2... View entire day (1)	28 12:30 We are looking... View entire day (1)	29 12:01 We're celebrat... View entire day (1)	30 08:30 The new SAHA... View entire day (1)	31 08:30 There is a busi... View entire day (1)
2 08:30 Svyatoslav Kot... View entire day (1)	3 10:30 BCS members... View entire day (1)	4 08:00 Submit your n... View entire day (1)	5 08:01 Our Policy Pro... View entire day (1)	6 08:30 Our Key Accou... View entire day (1)	7 10:00 It's great to he... View entire day (1)	8 10:02 Computer Arts... View entire day (1)
9 08:30 Our View from... View entire day (1)	10 08:31 Our Senior Pro... View entire day (1)	11 08:30 Stuart at Barn... View entire day (1)	12 08:57 Which technol... View entire day (1)	13 08:30 Evert Geurtsen... View entire day (1)	14 08:30 The demand f... View entire day (1)	15 08:30 Ron Ballard, a... View entire day (1)
16 10:32 Do your produ... View entire day (1)	17 08:30 As part of Nati... View entire day (1)	18 08:30 Don't forget to... View entire day (1)	19 17:20 We're delighte... View entire day (1)	20 08:30 In our 2019 res... View entire day (1)	21 08:30 Are you lookin... View entire day (1)	22 View entire day (1)
23 08:30 Our apprentic... View entire day (1)	24 09:00 We wish all of ... View entire day (1)	25 View entire day (1)	26 View entire day (1)	27 12:01 We're looking f... View entire day (1)	28 16:00 Join us next Ju... View entire day (1)	29 10:00 The light and a... View entire day (1)
30 View entire day (1)	31 View entire day (1)	1 View entire day (1)	2 10:30 Have you regis... View entire day (1)	3 08:30 Deadline for ta... 10:06 Digital skills ar... 10:17 Our digital skill... View entire day (3)	4 09:00 What is the rol... View entire day (1)	5 View entire day (1)

Branding

- Our primary brand is black on white/white on black, with the green logo no longer recommended for physical or digital collateral
- It is expected that all uses of our logo, whether first party or third party, adhere to our brand guidelines, and **no** content is to go out without adhering to our guidelines
- Please speak to Callum Crane for guidance and support if needed

BCS Green Pantone 346 C CMYK: 100, 0, 80, 40 RGB: 0, 108, 67 DULUX: 12GG 10/310 RAL: 6029	Pantone 369 C CMYK: 60, 0, 100, 0 RGB: 118, 184, 42 DULUX: 21GY 30/617 RAL: 6018
Pantone 382 C CMYK: 35, 0, 100, 0 RGB: 178, 210, 53 DULUX: 90YY 48/650 RAL: 110 80 70	Background only Pantone 663 C CMYK: 4, 3, 3, 0 RGB: 241, 241, 241 RAL: 9003



Summary

- Consider your audience based on the platform
- Ensure the account is set up in the right way if operating a BCS account
- Ensure your tone of voice meets the expectations of users depending on the platform
- Our brand guidelines are executable on all channels, and anyone using social media on behalf of BCS is expected to adhere to these rules
- How often you post, and what you post, also depends on the platform and it's important to consider this to ensure you hit the right audience at the right time with the right message