



Social media templates and guidelines

Use the guide below to show your support for the Better Business Act on social media.

Who? Coalition supporters, CEOs/senior leaders, individuals

Where? Twitter & LinkedIn

When? Now and ongoing

What? Use the sample copy below and follow the guide to co-brand and customise assets

Examples announcement posts:

Twitter #1 “[Company name] is proud to support the @betterbizact, a campaign to transform the way we do business by changing the law so that every single company in the UK takes ownership of its social and environmental impact. #betterbusinessact

Join us, act now: www.betterbusinessact.org”

Twitter #2 “The world needs every business at its best -- creating good jobs, helping to fix pressing problems and adding value to society. That’s why [Company name] has joined the @betterbizact coalition. #betterbusinessact

Join us, act now: www.betterbusinessact.org”



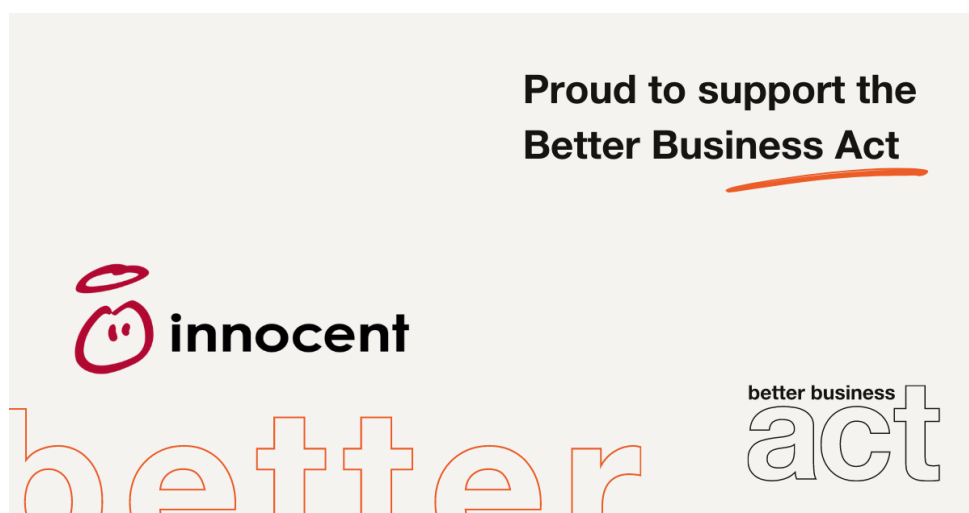
LinkedIn #1 "[company name] is proud to support the @Better Business Act, a campaign to transform the way we do business by changing the law so that every single company in the UK, whether big or small, takes ownership of its social and environmental impact.

Hundreds of businesses have already signed up to create a cleaner, greener, fairer future for all. Together, we will ask for the government's leadership to help deliver this new contract between business and society. Join us, act now. www.betterbusinessact.org #BetterBusinessAct"

LinkedIn #2 "The world needs every business at its best -- creating good jobs, helping to fix pressing problems and adding value to society.

The @Better Business Act is on a mission to change UK law to ensure that company directors are responsible for advancing the benefit of shareholders alongside other stakeholders: wider society and the environment.

[company name] is proud to support the #BetterBusinessAct. Join us, act now.
www.betterbusinessact.org #BetterBusinessAct"



Steps to create your coalition announcement asset:

The assets have been created to allow for co-branding - you can use Canva to add your logo alongside the Better Business Act logo. Before you get started, you can [download social media templates here](#) for LinkedIn and Twitter and open canva.com (it's free to create an account).

Step 1: Select your image size from Canva's available list of options

- Click on 'create a design' at the top right of the screen
- scroll down or type the image style you want to use
- select the image style to begin

Step 2: Upload a template that most closely matches the size of your canvas (if you are keeping a plain white / black background, choose one of those images. If you want to add your own background, choose a template with a transparent background)

- Select 'uploads' from the left-hand menu
- Click 'upload media' and select your image of choice (you should see it appear on the left)
- Click on your image and it will appear on your canvas, click and drag so that it covers the entire space

Step 3: Add your logo to the bottom left of the template

- Upload a PNG of your logo, following the same process as before
- Once uploaded, click on your logo and it will appear on the canvas
- Drag the logo into the bottom left corner of the canvas, resize to balance the BBA logo

If you have been co-branding on a plain black or white background, you can now download your image. Click 'Download' at the top right of the screen, select your preferred file type and select download. You're now ready to post your template on social media!

Step 4 (optional): If you're adding your own background...



- Upload your chosen image background. Once uploaded, click on the image so that it appears on your canvas. Click and drag so it fills the space
- Now, upload your chosen template with a transparent background (choose from black or white to ensure it is legible). Once uploaded, click on the template so that it appears over your background. Click and drag so it fills the space
- Add your logo, following step 3 above
- Tip: to maximise legibility, add an overlay to your background image

Any questions? Email act@betterbusinessact.org