

Social Media Brand Standards

These brand standards will help make sure your Local Network social media pages are instantly recognisable as Crohn's & Colitis UK Local Network pages. It covers the three main social media platforms of Instagram, Facebook and Twitter. If you have any technical issues updating or making your pages fit the brand standards please contact the Volunteering Team (networks@crohnsandcolitis.org.uk) and we'd be happy to help.

Instagram



<p>1. Profile Picture This needs to be the networks logo</p>	<p>4. Bio (150 characters) Local Network of @crohnsandcolitisuk - Providing education, information, awareness and fundraising in your local community. We're here for everyone.</p>
<p>2. Page Name (30 characters) This needs to be the provided name</p>	<p>5. Website Your Local Network's short URL</p>
<p>3. Instagram Username (30 characters) This needs to be the provided handle</p>	

Facebook



<p>1. Profile Picture This needs to be the networks logo</p>	<p>4. Cover photo This ideally would be an image of volunteers in purple branded tops, a charity created poster or picture making sure any charity logo is latest version</p>
<p>2. Page Name This needs to be Crohn's & Colitis UK *Network Name Network</p>	
<p>3. Page Username This needs to be CrohnsandColitisUK*NetworkName*Network</p>	



<p>1. Profile Picture This must be the networks logo</p>	<p>4. Cover photo This ideally would be an image of volunteers in purple branded tops, a charity created poster or picture making sure any charity logo is latest version</p>
<p>2. Page Name (50 characters) This needs to be the provided name</p>	<p>5. Bio (160 characters) Local Network of @CrohnsColitisUK - Providing education, information, awareness and fundraising in your local community. We're here for everyone.</p>
<p>3. Twitter handle This needs to be the provided handle</p>	<p>6. Website Your Local Network's short URL</p>