

Running our digital campaign

Training

Centre

Rebuilding the centre ground

This guide shows how to create and schedule a social media campaign. It also goes into how to get policies across and how our slogan should work throughout our messaging.

Part one

Planning posts



Types of post

After deciding what your general message is, you can decide how to deliver that message. There are a variety of different posts you can use to deliver a message, but make sure you use a wide variety of posts, such as:

High-engagement posts which directly interact with our members:

- Quote graphics with a quote from a team member, supporter, network member or a member of the public sharing their story. For these, you can either reach out to team members or use our “resources bank”. Quotes can also be used from articles, papers, events and podcasts on our website.
- Links to recently released content. This could include papers, articles, events, videos and podcasts we have published on our website. Remember to @ the person who has created the research or spoken at the event or podcast.
- Videos from a member of our team focusing on a specific policy or issue. Alongside this, you may also use quote graphics to promote the video further.
- Event highlights include clips of lines from individual speakers and full videos of our events.

Lower engagement posts, which focus on policy or news stories and are for wider audiences:

- Posts that focus on a specific issue and the purpose of a single policy, alongside explaining why it should be adopted. This kind of post usually uses a graphic stating the policy with a short tagline.
- Call to action posts. These include asking people to sign petitions we are running, fill out a survey we are running, donate to us, share our graphics, volunteer for us, ask people to sign up for our newsletter, sign up as a member or join one of our branches. These posts get people more involved with our work and more likely to engage with our posts in the future.
- Posts that link our policies or views to the latest news stories. These are reaction posts where we give our reaction to a story and then our solution to the issues it highlights. This can be accompanied by a quote graphic with a key quote from the article.
- Highlighting older articles, podcasts, events or papers that have been released by us.

Needs to be posted:

- Any religious and cultural events including their graphic.

Planning post numbers

Overall, there are 30 posts to schedule per month, but sometimes this varies by a day or two depending on the month. Here is a sample of what the overall plan may look like:

- 3 videos on why members support the campaign.
- 2 posts about the podcast.
- 3 article releases.
- 9 quotes from team members or supporters, including quotes from the articles and podcasts. (3 quotes from the podcast, 3 from articles, 2 from videos, and 4 general quotes from our team or supporters).
- 4 posts with policy graphics.
- 9 posts on news items, which include relevant news stories.

Content releases throughout the month:

- Every week, you will want to release an article and a video with any accompanying quote graphics.
- Once a month, there will be a paper or an event release. There will also be one podcast episode.

Boosting engagement

If engagement falls at any stage throughout the month, then we have a checklist which can help you to decide what posts to use. These are:

- Are you engaging our team enough? Often, the best way to increase engagement is to reach out to people we already know and who support us. The easiest way to do this is through quote graphics.
- Are you focusing on issues which most of our supporters agree with and normally receive higher rates of engagement? These include issues such as electoral and democratic reform, drug law reform, and property taxes.
- Have you thought about when the posts are going out? It may be worth trying to post later or earlier and logging the results to see whether you need to change the time you are posting.

Part two

Creating graphics



Rules for Graphics

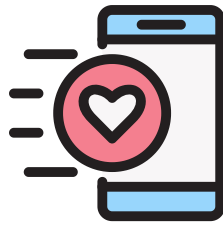
There are several rules you should follow when creating any graphic for use on social media or our website:

- Look into the policy. Whenever you receive a task involving a new policy, you should first look it up in our policy document. This applies to both those creating graphics and those writing cover text.
- Designs should only use either photos or graphics, not both in the same design. For example, if a design uses a photo of some houses, it should not then also use a graphic of a set of keys.
- Always stick to the original template for the graphic. Do not alter the graphic style from the original template style, other than replacing the existing text and graphics with ones that fit the topic. Keeping our graphics in a uniform style helps us to maintain a consistent image as an organisation.
- Keep graphics clean, simple, and not messy or busy. For instance, rather than trying to create a full scene of a shop, a forest, or a hospital, use photos for this. While graphics are good as simplified images, it is much harder to create a full scene with these.
- Avoid overlapping similar colours like black and grey together; ensure there is enough contrast for easy visibility.
- Some graphics include an image where the main object is cut out and placed above the text. This effect should be used only with images, not with graphics.
- Make sure there is a good level of contrast between the background, text, and graphics.
- Use only the Lato font for all graphics and text.
- Only include images from Pexels or Pixabay, which you can access on Canva— do not upload images from other sources.
- Leave sufficient margin space. Canva will display a dotted line around the margins of designs, ensuring text and graphics stay within these lines. This line does not appear when exporting graphics.
- Use the rule of thirds. The guidelines for these are automatically turned on for graphics. Use the grid to guide the viewer's eye through the design in a natural, flowing way – often from top left to bottom right.
- Backgrounds to graphics should use soft pastel tones that are very close to white.
- Use the graphics available in our “Designs” project on Canva.
- Always export designs as PNG files.
- Ensure all graphics used in a design are always professional. This means graphics should be in keeping with our existing style. We aim only to use modern and clean graphics. Below is a guide on which graphics to use and which not to:

Types of graphic not to use



Graphics with exaggerated proportions. This art style is known as Chibi.



Graphics with black or other colour outlines



Brightly coloured or difficult to see.



Messy and overlapping graphics.



Inappropriate or playful graphics.

Using our clean and simple graphic style



Our primary graphic style is simple, clean, and, where possible, isometric.



When using simple graphics like this, only use them for lists. Also, while simple, this still has a large amount of detail.



Detailed but only of one object.



A clean graphic of an individual with a muted colour palette.

Social media posting system

Cover text

This task is carried out either by the Head or Deputy Head of Communications, depending on who has responsibility for creating the cover text.

- **Collect materials:** Using the digital campaign document, collect the interviews and articles you need to post for that month. These have pre-selected quotes, although you can use an alternative quote if you believe there is a better replacement. Also, think about how many articles, interviews, news items, and team quotes you would like to post that month.
- **Fill in the spreadsheet:** To plan each post, complete all of the columns other than “Link to graphic” on our social media spreadsheet. Include a description of the graphics you think should be used, what the graphics should look like, and any quotes used alongside a title and subtitle for graphics.
- **Link content:** Inform the Director, and then they can add links to the content in the spreadsheet.
- **Send:** You should then message the individual producing the graphics, informing them that the social media spreadsheet has been completed for that month.

Graphics

This task is carried out either by the Head or Deputy Head of Communications, depending on who has responsibility for creating graphics.

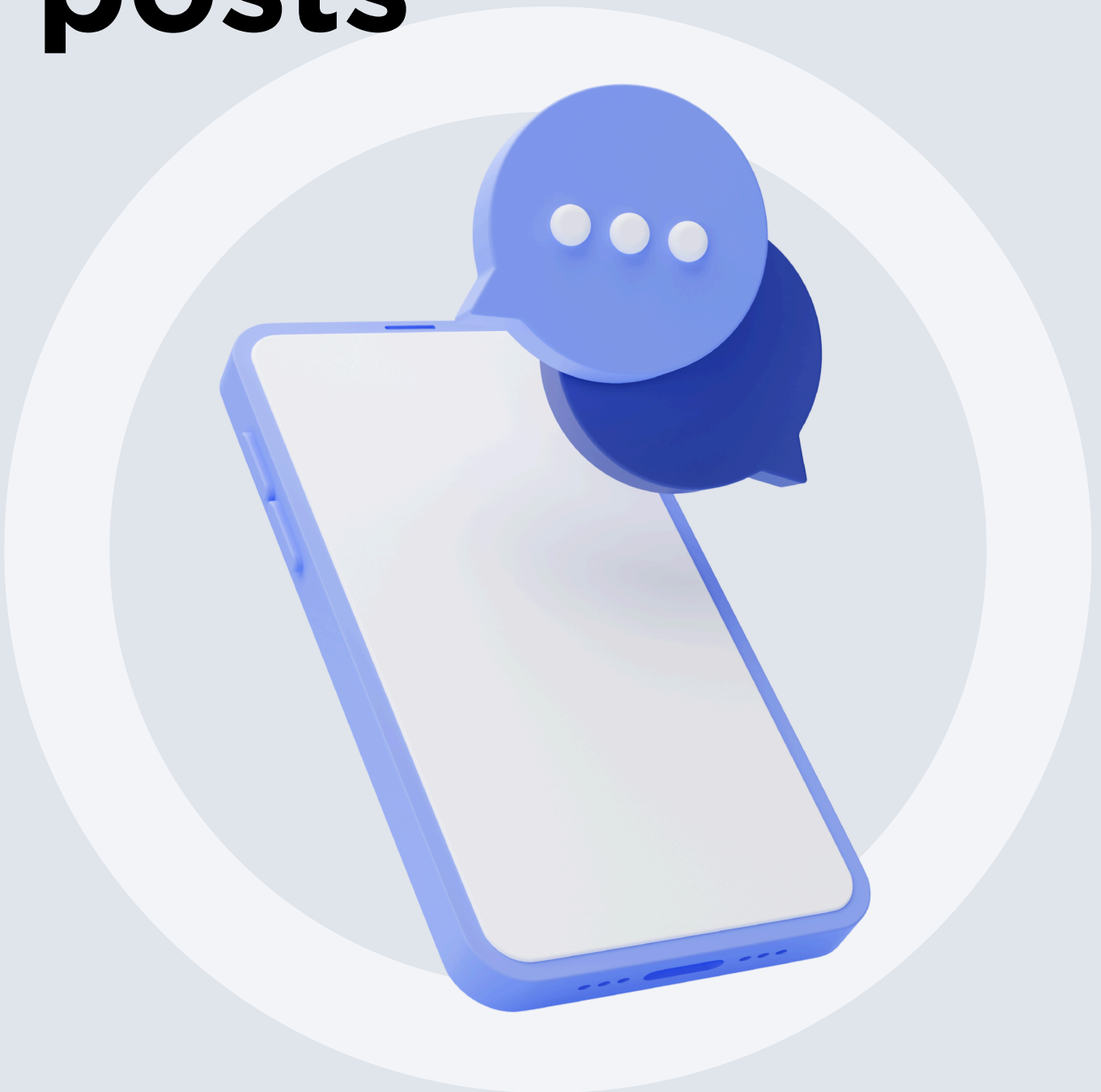
- **Edit the spreadsheet:** Look at the spreadsheet for any graphics that need to be created. You can edit this text until you are happy with it.
- **Create the graphics:** Create each graphic using the spreadsheet, making one copy of every graphic for X, Facebook, Instagram, and LinkedIn. Then download all of the graphics as PNGs and add them to folders for each social media platform. The name of each folder should be the social media platform it is for.
- **Quality check:** You should then upload a copy of these graphics to the spreadsheet in the “graphic” column. The Director should then be notified to approve the graphics.
- **Create downloadable links:** Once approved, upload all of the graphics for a specific social media platform in one go to Smash: <https://fromsmash.com/>. You should then create a shareable link. The title should be the date the first post will be published, followed by the name of the social media platform. You also need to add your Centre email address and leave “Require email to download files” unchecked.
- **Create the social media packs:** They then need to create social media packs for each social media platform, including the links to the social media graphics and a link to the social media spreadsheet.
- **Once the graphic has been posted on social media, delete it from Canva.**

Digital officers for specific platforms

- Access the account: The digital media officer first needs access to the platform.
- Open the social media pack: Immediately download the graphics as the link will expire within one week.
- Add the content: They can then draft and schedule each post using the cover text and graphics. Scheduling the posts can be done using the instructions at the end of this document.
- Post ideas: Digital officers can send post ideas and feedback in the main ZenZap social media chat.

Part three

Cover text for posts



General pointers

When creating social media posts, there are some general ideas to keep in mind.

- Try to make sure posts are focused on the policies we support and why we support them.
- Make sure we use positive messaging to engage with people. This does not mean avoiding challenging issues we face as a country, but it does mean linking them to a positive message about how we can address these issues.
- To ensure our message reaches as many people as possible, keep social media posts simple and easy to understand. If possible, try to connect with your audience and let them engage with the issue.
- The text should be understandable for anyone, regardless of age. The standard test is whether either a very old or a very young person could understand the social media post. For instance, “excess windfall profits” should simply be “high oil and gas profits.”
- The general tone of posts should inform people of an issue and advocate a clear solution. For instance, our articles are opinion pieces which contain both an explanation of the issue and clear policy solutions. Our social media should reflect this, for instance, by presenting a clear statistic which has been used within the article, and then a clear policy solution.

Reaching out to organisations and people

Whilst it is important to get our current audience involved using the posts detailed below, it is also important to reach people outside of our followers. Reaching out to new people:

- Search for people who are also posting about the topic and engage with them. This could be by liking their tweets or quote-tweeting them. You can use this to create a conversation that gets them involved with us.
- If another user comments something positive on a post, check their profile to ensure they align with our values, and if they do, quote or reply to them.
- If a high-profile individual replies, you may also consider passing this on to our team, which can engage with them further.
- Contact groups that are relevant to the area you are campaigning on to see whether they would like to share our post.
- Tag relevant organisations or Members of Parliament that may be interested in the campaign when making posts.
- Share posts and articles from partners and supporters.
- Ask people to send in their stories and then run quote graphics of their experiences.
- On Instagram, use hashtags associated with the post.

Rules for planning any post

In the sections below, there is an outline of how to write each type of post. There are a few rules which apply to all of our posts:

- For all of our posts, we use three lines of text, each separated by a single paragraph break. Each line of text starts with a single emoji related to the subject of the text; for instance, a sentence about NHS pay would use an emoji of a healthcare worker.
- Each line should only have one emoji next to it.
- When initially writing any social media post, you should always write it on X (Twitter) first. You can then copy this post and add it to Facebook and Instagram afterwards.
- Keep the message positive; even if we are looking at an issue which is serious or downbeat, try to show how we can create a positive outcome or a positive change.
- Do not use acronyms on posts unless they are instantly recognisable. For instance, you can use 'BBC', but 'CLTs' or 'Community Land Trusts' should be written out in full.
- When you include "Read more:" at the end of a post, this should be as short as possible. For instance, you do not need to include in this the name of the organisation or individual who has written or published the post.
- Writing all posts in plain English without using acronyms and explaining any complex ideas.
- Any social media posts using emojis should set out the argument. These should not be too short and still serve to tell a story or set out a policy idea.

Length of social media posts

The length of all our social media posts is determined by X (formerly Twitter), and you should write your social media post here first. As you add characters to the tweet on the right-hand corner, an outline of a circle will begin to fill up in blue. You do not need to worry about this until the message "only the first 280 characters will be visible on the timeline" appears on the tweet, an example of which is shown below. Posts need to be under this limit if you want featured images from news stories to be visible, so we keep below this limit for all of our posts. You can tell whether you are below this limit as the "280 characters" will not be visible. Make sure to check this before scheduling any post.

Only the first 280 characters will be visible on the timeline

Policy social media posts

Policy posts are either those that simply support one policy or support changes to a single area of policy and list three changes we would make next to checkmarks.



The UK is facing a housing crisis and a homelessness crisis.



We need to build more homes by simplifying our planning system.



This will allow us to create the millions of homes we need.

Read our policies here: centrthinktank.co.uk/housing/

We need a new economic strategy:



Support new businesses with a new business advice hub.



Simplify taxes and regulations.



Creating a better relationship between workers and employers.

Read our economic vision here: <https://centrthinktank.co.uk/economy/>

How these posts are set out

- Line one sets out the challenge that needs to be fixed, such as homelessness.
- The second line states our policy on the issue. For instance, our policy is to “build more homes by simplifying the planning system”.
- Line three then shows why this is a positive move, for instance, to build new homes.
- Line four simply links to either our policy page or the article in which the policy is mentioned. This can include “Read more here” and “Read our economic policies here”.

Rules for these posts

- In the first two sentences of the post, you simply need to focus on the policy element of the quote. These are just statements and do not involve referencing the quote itself and should not include quotation marks.
- On X (Twitter), always put the link in the second post of a thread.
- When writing a post, ensure you only focus on one topic and policy. For instance, these posts are tightly focused on homework and the environment. You should not try to mix two subjects.
- For these posts, you should not reference, quote, or name any individuals in the tweet. It needs to be focused on the policy you have highlighted.
- If you decide to add a direct link to our policies rather than a graphic, make sure to add the full link to the policy page and make sure the thumbnail image (the image that appears on a user's timeline) appears before you schedule the post.

Quote graphic social media posts

Quote posts are any post with a graphic which quotes someone or an organisation. These can include a member of our team, one of our publications or someone who is external to us. To start with, here are two example posts which show you the basic format:



More homework does not lead to better results.



That is why we support reducing the amount of homework students receive.



Our Education Spokesperson, Dr Mikael Leidenhag, thinks it is time to cut down on homework.

Read our policies here: <https://centrethinktank.co.uk/education/>



We need to protect our environment to achieve economic growth.



That means investing in green energy sources to power businesses.



Read the full quote from @burrows2505, our Economics Spokesperson, below.

Read our economy policies here: <https://centrethinktank.co.uk/economy/>

How these posts are set out

- Line one sets out the general policy position that the quote focuses on. In these posts, they are either a simple policy, such as “Less homework,” or more complex policies.
- The second line states our policy on the issue. For instance, our policy is to “reduce the amount of homework students receive”.
- Line three always starts with the “Speech balloon” emoji with three dots inside. This references the quote, including their name and position, and either states that they “think it is time to...” and then states the policy they support within the quote itself.
- Line four simply links to either the article where the quote is from or, if it is not from an article, just to our policy page the quote is about.

Rules for these posts

- In the first two sentences of the post, you simply need to focus on the policy element of the quote. These are just statements and do not involve referencing the quote itself and should not include quotation marks.
- On X (Twitter), always put the link in the second post of a thread.
- If they have a title, then add this before their name or their @, "Cllr", "Dr" or "Sir" or after if they have an elected position such as MP. However, unless they have an official title, you do not need to add "Mr", "Mrs" or "Ms".
- When writing an individual's name, for instance, "William Burrows," you should instead use their, @, which may be different on Facebook, Instagram, and Twitter. For William, this is @burrows2505, and you can see individual accounts on the website "[Team](#)" page or, if they are on our networks, on our "[Network](#)" page. If they are on neither of these, then you can also search for them directly on the social media platform.
- When writing a post, ensure you only focus on one topic and policy. For instance, these posts are tightly focused on homework and the environment.

News story social media posts

News story posts are any post which focuses on a news story and comments on the issue it is covering. This normally involves highlighting an issue and then focusing on our policy position to solve that issue.

Finding a news story

The first step in creating a social media post focused on the news is to find a story which can easily be linked to our policy aims for a particular area. In general, though, try to make sure the link is fairly clear between a policy we have and the news story.

This can be a clear link, for instance: “Mental health crisis made worse by long waitlists,” which can be linked to our policy on expanding the number of mental health professionals. Or an article on “The rights of workers are under threat,” which could highlight our policy on collective bargaining.

It can also link to an event in the news, for instance: “Climate change means I do not have a village anymore,” which can be linked to our policy on renewable energy production.

Approved news sources

You can now start searching for a new story. We find these stories from a variety of sources, and to help with finding sources, we have created a list of approved news sources:

- <https://www.standard.co.uk/news/politics>
- <https://www.independent.co.uk/news/uk>
- <https://www.bbc.co.uk/news/politics>
- <https://www.theguardian.com/politics>
- <https://news.sky.com/politics>
- <https://www.mirror.co.uk/news/politics/>
- <https://www.bigissue.com/news/>
- <https://www.politicshome.com/>
- <https://www.politico.eu/tag/british-politics/>
- <https://www.itv.com/news/politics>
- <https://bylinetimes.com/>
- <https://theconversation.com/uk/topics/uk-politics-874>
- <https://conservativehome.com/>
- <https://www.theneweuropean.co.uk/politics/>
- <https://labourlist.org/category/comment/>

If you would like us to add another news source that is not on this list, then let our Director know.



We are watching islands and villages being lost to the sea due to climate change.



It is why we need to move on to climate change and invest in renewables.



Otherwise, climate change will uproot communities.

<https://www.bbc.co.uk/news/articles/c6pp7119rz2o>



With so many still struggling, energy bills must come down further.



That means building the renewables we need and investing in the grid.



That will bring down prices and create a greener energy system.

<https://www.bbc.co.uk/news/articles/cxeey91v540o>

How these posts are set out

- Line one sets out the issue or topic which has been highlighted in the article. For instance, the loss of islands to climate change or high energy bills.
- The second line states our policy solution to that issue; for instance, in both these tweets, it is investing in renewables.
- Line three can set out the positive impact the policy will have, which here is bringing down energy prices. However, it can also point out what will happen without introducing that policy; in the first post, that is, climate change uprooting communities if we do not take action.
- Line four simply links to the news story. You do not need to add any text before or after it, just the plain link.


Rules for these posts

- When writing a post, ensure you only focus on one topic and policy. For instance, the posts above are tightly focused on energy bills and climate change.
- On X (Twitter), always put the link in the second post of a thread. Do not add introductory text like “Read more here.”
- Make sure to add the full link to a story as shown above, and make sure the “only the first 280 characters will be visible on the timeline” message does not show before you schedule it on X (Twitter).
- For these posts, you should not reference, quote, or name any individuals in the tweet. It needs to be focused on the issue highlighted by the article and the policy we offer to solve that issue.

Welcoming a new partner social media post


These posts also include a graphic with the logo of the new partner.


 We are happy to announce that @onthinktanks has become a partner.

 We share the goal of creating a more transparent think tank sector.

 Their work on the Open Think Tank Directory has been vital.

See all of our partners here: <https://cent rethinktank.co.uk/partners/>

 We are now a partner of the @RentersReformCo.

 We believe in better rights for renters and passing the renters reform bill.

 The coalition includes @Shelter, @BigIssue, and @CitizensAdvice.

See all of our partners here: <https://cent rethinktank.co.uk/partners/>

How these posts are set out

- Line one always starts with a “Handshake” emoji, and we are happy to announce that they are now our partner.
- The second line states what shared goal we have with that group, which will often be the same as their main aim; for instance, the “Renters Reform Coalition” agrees with us that we need better rights for renters.
- Line three normally focuses either on the other member of any coalition we have joined or on the work the partner has done in a particular area.
- Line four for both posts is the same, and we use that line for all of our partnership posts.

Rules for these posts

- Remember to @ the organisation and, if the group we are partnering with is a coalition, @ two or three of the main organisations which are members of the coalition alongside us.
- For these posts, you should not reference, quote, or name any individuals in the tweet. It needs to be focused on the issue highlighted by the article and the policy we offer to solve that issue.
- When writing a post, ensure you only focus on the topic and policies that the group we are partnering with focuses on.
- On X (Twitter), always put the link in the second post of a thread.

Welcoming a supporter or network member post

This may be a new supporter or a new member of our academic, law, business network, advisory board, and alumni network members.



We are happy to announce that @AMCarwyn is now a supporter.



He was the First Minister of Wales and Leader of Welsh Labour for nine years.



Carwyn also sits on the National Executive Committee of the Labour Party.

See our supporters network here: <https://centrethinktank.co.uk/supporters/>



We are pleased to announce that @Marx4capitalism and @BobBuxtonYorksP have joined our supporters network.



They are the Co-Leaders of the @Yorkshire_Party.

See our supporters network here: <https://centrethinktank.co.uk/supporters/>

How these posts are set out

- Line one always begins with the “handshake” emoji. It will then say “We are pleased to announce that” and then you should @ the individual who has joined.
- The second line states the main positions they hold.
- Line three also allows you to add in more positions they hold or any other experience they have.
- Line four is the same for both posts and should be copied into any new supporter posts.

Rules for these posts

- Ensure that any individuals who have joined and any organisations they hold prominent positions in are linked to using the @.
- For new supporters, we do not bring in political issues unless they have specifically asked us to do so. The posts should simply focus on the positions they hold.
- If they have a title, then add this before their name or their @, "Cllr", "Dr" or "Sir" or after if they have an elected position such as MP. However, unless they have an official title, you do not need to add "Mr", "Mrs" or "Ms".
- When writing someone's name, for instance, "William Burrows", you should instead use their @, which may be different on Facebook, Instagram and Twitter. For William, this is @burrows2505, and you can see individual accounts on the "Network" pages depending on which network they have joined.
- For these posts, you should not reference, quote or name any individuals in the tweet apart from the person who has joined the network.
- On X (Twitter), always put the link in the second post of a thread.

Welcoming a new team member

Policy posts are either those that simply support one policy or support changes to a single area of policy and list three changes we would make next to checkmarks.



We are happy to welcome our new Head of Policy, Giovanni Bergami.



Giovanni is a recent graduate, holding an MSc in Comparative Politics from the London School of Economics and Political Science (LSE).

See our team here: <https://centrethinktank.co.uk/team/>



We would like to welcome our new Environment Spokesperson, Ariane Far.



Ariane previously covered climate change through her work in communications.



She is now completing a masters.

See our team here: <https://centrethinktank.co.uk/team/>

How these posts are set out

- Line one always begins with the “handshake” emoji. It will then say “We are pleased to announce that” or “We would like to welcome” and then you should @ the individual who has joined.
- The second line states any experience they have had and the main positions they hold.
- Line three also allows you to add in more positions they hold or any other experience they have.
- Line four is the same for both posts and should be copied into any new team member posts.

Rules for these posts

- Ensure that any individuals who have joined and any organisations they hold prominent positions in are linked to using the @.
- For new supporters, we do not bring in political issues unless they have specifically asked us to do so. The posts should simply focus on the positions they hold.
- If they have a title, then add this before their name or their @, "Cllr" "Dr" or "Sir" or after if they have an elected position, such as MP. However, unless they have an official title, you do not need to add "Mr", "Mrs" or "Ms".
- When writing someone's name, for instance, "William Burrows" you should instead use their, @, which may be different on Facebook, Instagram and Twitter. For William, this is @burrows2505, and you can see individual accounts on the website "[Team](#)" page.
- For these posts, you should not reference, quote or name any individuals in the tweet apart from the person who has joined our team.
- On X (Twitter), always put the link in the second post of a thread.

News quote social media post

When we post a graphic with a quote from a particular newspaper that has covered our work we will also link to the story and the journalist who published it.



Our paper Following the Money was featured in the @POLITICOEurope London Influence newsletter.



It looks at our think tank transparency list and our polling on public trust in politics.

Read the full newsletter here: <https://politico.eu/newsletter/politico-london-influence/kings-speech-unpacked-2/>



Our new paper calls for a new transparency body to increase think tank transparency.



This would give the public a greater understanding of think tank transparency and would encourage openness.



Our paper was covered by @gregwrightYP in the @yorkshirepost.

Read the full story here: <https://yorkshirepost.co.uk/business/paper-calls-for-new-transparency-body-for-think-tanks-to-boost-confidence-in-sector-4399250>

How these posts are set out


- Line one sets out what the news story covered, in this case, it was our new paper on think tank transparency.
- The second line shows why our findings are important or the impact of our work on the debate.
- Line three mentions the news article and you can @ the newspaper and the author of the article in this section.
- Line four links the news article and always uses the line “Read the full story here:”.

Rules for these posts

- In the first two sentences of the post, you simply need to focus on the work we are doing or the paper we have released. These are just statements and do not involve referencing the quote itself and should not include quotation marks.
- When writing someones name, for instance, "William Burrows" you should instead use their @ which may be different on Facebook, Instagram and Twitter. You should do this for both their name and the name of the newspaper which released the story.
- If they have a title then add this before the name of their @, "Cllr" "Dr" or "Sir" or after if they have an elected position such as MP. However, unless they have an official title you do not need to add "Mr", "Mrs" or "Ms".
- Make sure to add the full link to a news story as shown above.
- On X (Twitter), always put the link in the second post of a thread.


Seasonal event social media post

Seasonal events include religious festivals, celebrations and cultural events.

 Have a great Shrove Tuesday from all of us.

 Our team will be enjoying plenty of pancakes today.

 Happy New Year from all of us.

 We have huge plans for the next year and we want to thank everyone who supported us this year.

How these posts are set out

- Line one focuses on the event and often uses the line “We wish everyone a happy...from all of us”.
- The second line then focuses on what our team will be doing on this occasion, if this is appropriate, or highlights the reasons for the event and why it is significant.

Rules for these posts

- In these, focus on the event; you should not link back to policy issues unless it is an event that is inherently linked to policy. For instance, Pride Month may link to the fact that we support LGBTQ+ communities.

Event graphic social media post

Event graphics are those either asking people to attend an event or highlighting the panel members for an event we are running.



We will be running an event looking at expanding rewilding.



Our panel includes Zack Polanski AM, Dr Simon Biltcliffe, Steve Micklewright and the host Will Barber-Taylor.



It will be an online event on March 2nd at 2:30 pm on Zoom.

Sign up here: <https://www.eventbrite.co.uk/e/a-rewilding-revolution-tickets-404960416507>



We will be running an event looking at Nuclear power.



Our panel includes Bill Esterson MP, Penelope Hope, Adrian Ramsay and the host was Will Barber-Taylor.



It will be an online event on January 2nd at 12:30 pm on Zoom.

Sign up here: <https://www.eventbrite.co.uk/e/nuclear-power-energy-dream-or-nuclear-nightmare-tickets-480823444867>

How these posts are set out


- Line one simply states the focus of the event, for instance, assisted dying laws or rewilding.
- The second line always starts with the “Studio microphone” emoji and starts with “Our panel includes” and lists the names of the people on the panel.
- Line three always starts with the “Personal computer” emoji. It states whether it is an online event followed by the month, date, and time of the event. Finally, it states how the event is hosted if it is online, for instance, through Zoom.
- Line four always starts up with “Sign up here:” and then includes the full link to the event on Eventbrite.

Rules for these posts

- In the first sentence of the post, you simply need to focus on the policy element of the quote. These are just statements about the content of the event.
- If they have a title, then add this before their name or their @, for instance, "Cllr", "Dr" or "Sir" or after if they have an elected position such as MP. However, unless they have an official title, you do not need to add "Mr", "Mrs" or "Ms".
- When writing someones name, for instance, "William Burrows" you should instead use their @ which may be different on Facebook, Instagram, and Twitter. For William, this is @burrows2505, but to find panel members, you can search for them directly on the social media platform.
- For these posts, you should not reference, quote, or name any individuals in the tweet. It needs to be focused on the issue highlighted in the event.
- On X (Twitter), always put the link in the second post of a thread.

Interview social media post

Event graphics are those either asking people to attend an event or highlighting the panel members for an event we are running.

 In our latest interview, we looked at the history of the SDP.



We spoke to Lord Dick Taverne KC, the former Director of the IFS, and Lib Dem Lord.



The conversation included the history of the SDP.

Listen to the episode here: <https://centrethinktank.co.uk/2023/03/dick-taverne/>



In our interview, we looked at standards in politics.



We spoke to John Bowers KC, Principal of Brasenose College at Oxford University.



The conversation included his new book “Downward Spiral”.

Listen to the episode here: <https://centrethinktank.co.uk/2024/04/interview-with-john-bowers-kc/>

How these posts are set out

- Line one starts with “In the latest episode of our podcast, we looked at...” alongside the main topic of the podcast.
- The second line always starts with the “Studio microphone” emoji and then adds “We spoke to...” and the person who appeared on our podcast and their main position.
- Line three always starts with “The conversation included...” with another single aspect of the conversation that should be highlighted.
- Line four always starts up with “Listen to the episode here:” and then includes the full episode of the podcast from our website.

Rules for these posts

- In the first sentence, it simply needs to focus on the policy element of the podcast.
- If they have a title, then add this before their name or their @, for instance, "Cllr", "Dr" or "Sir" or after if they have an elected position such as MP. However, unless they have an official title, you do not need to add "Mr", "Mrs" or "Ms".
- When writing a name, for instance, "William Burrows", you should instead use their @, which may be different on Facebook, Instagram and Twitter. For William, this is @burrows2505, but to find the person who was interviewed, you can search for them directly on the social media platform.
- For these posts, you should not reference, quote or name any individuals other than the interviewer and interviewee. It needs to be focused on the topics highlighted in the interview.
- On X (Twitter), always put the link in the second post of a thread.

Social media posts on volunteer positions

These are posts where we highlight a position or a type of position within our organisation that people can apply for.



Want to get involved with our work and gain experience in policy writing?



We have positions open for anyone who wants to be involved in policy-making.



Join our team and learn new skills.

Apply here: <https://centrethinktank.co.uk/volunteer/>



Our team is growing and we have the role of press officer open.



As a press officer, you can help to write press releases and speak to media organisations.



Join our team and learn new skills.

Apply here: <https://centrethinktank.co.uk/volunteer/>

How these posts are set out

- Line one sets out the general policy position that the quote focuses on. In these posts, they are either a simple policy, such as “Less homework”, or more complex policies.
- The second line states our policy on the issue. For instance, our policy is to “reduce the amount of homework students receive”.
- Line three always starts with the “Speech balloon” emoji with three dots inside. This references the quote, including their name and position, and either states that they “think it is time to...” and then states the policy they support within the quote itself.
- Line four simply links to either the article where the quote is from or just to the policy page on our website, the quote is about.


Rules for these posts

- Do not focus on policy in these posts; simply focus on the volunteer position. You also should not include any references to members of our team.
- Make sure to add the full link to a story as shown above, and make sure the thumbnail image (the image that appears on a user's timeline) appears before you schedule the post.
- On X (Twitter), always put the link in the second post of a thread.

Article post


These are posts where we discuss a new article we have released and the core arguments it makes.

 Sewage spills are up 60% and water companies lack proper oversight.

 We must take inspiration from Scandinavia and properly enforce our rules.

Read the full article here: <https://centrethinktank.co.uk/2025/09/treading-water-in-a-uk-crisis/>

 In our latest article by Torrin Wilkins, he discusses why we must keep the Universal Credit uplift.

 This uplift supported people during the pandemic and should not be removed.

Read the full article here: <https://centrethinktank.co.uk/2020/12/keeping-the-universal-credit-uplift/>

How these posts are set out

- Line one sets out the general argument put forward by the article. This can be a wider issue, such as our water system being broken, and can also include the name of the person who wrote the article or their username if possible, for instance, @TorrinWilkins.
- The second line states our policy on the issue. For instance, our policy is to “reduce the amount of homework students receive.”
- Line three always includes the line “Read the full article here:” and then includes a link to the article.

Rules for these posts:


- Simplify the solutions proposed into something anyone can understand. For instance, rather than “Regulate water providers,” it can simply be “Make water providers accountable to the public.”
- If they have a title, then add this before their name or their @, for instance, “Cllr,” “Dr,” or “Sir,” or after if they have an elected position such as MP. However, unless they have an official title, you do not need to add “Mr,” “Mrs,” or “Ms.”
- When writing a name, for instance, “William Burrows,” you should instead use their @, which may be different on Facebook, Instagram, and Twitter. For William, this is @burrows2505, but to find the person who was interviewed, you can search for them directly on the social media platform.
- On X (Twitter), always put the link in the second post of a thread.

Emoji names


Most emojis can be found easily, but there are a few which are harder to find. Below are some of these emojis alongside the name you can type in to find them:


 Public address loudspeaker


 Radioactive


 Building construction


 Leaf fluttering in wind

 Thought balloon

 Earth globe Europe-Africa


 Bookmark tabs - usually used to represent our papers


 Banknote with pound sign


 Studio microphone


 Postbox


 Calendar


 High voltage sign

 Oil drum


 Chart with upwards trend

 Graduation hat


 Chart with downwards trend

 Student

 Ballot box with ballot

 Health worker


 Wrench

 Hospital


 Factory worker

 Brain

 Bar chart

 No entry sign

 Key

 Handshake


 Construction worker

 Pencil

 Scissors


 Memo

 Battery

 Round pushpin

 Syringe

 Thread

 Baby bottle

 Tooth

Representing political parties using emojis



Tree - Conservative Party



Rose - Labour Party



Large orange diamond - Liberal Democrats, Alliance Party or Liberal Party.



White circle - Other parties including the Yorkshire Party.



Yellow circle - Scottish National Party (SNP)



Green circle - Green Party, Plaid Cymru or Social Democratic and Labour Party.



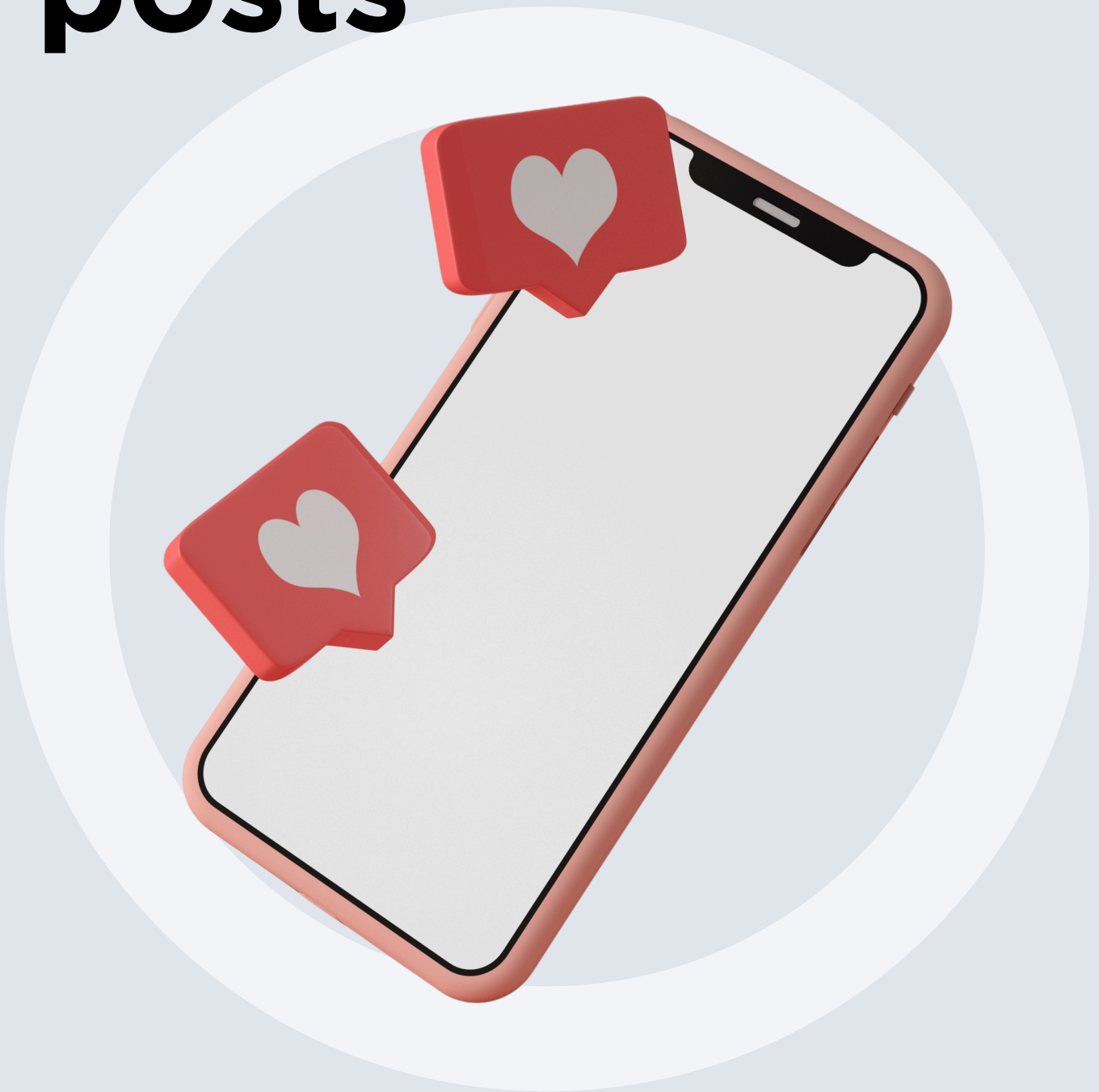
Purple circle - SDP



Blue circle - Reform UK

Part four

Scheduling posts



Hashtags on Instagram

When posting on Instagram you should also use hashtags to increase the reach of a post. You can use up to 30 hashtags on a post. We have set up a link to generate hashtags:

- <https://www.tagsfinder.com/en-gb/?hashtag=money&limit=30&country=gb&fs=off&fp=off&fg=off&flike=off&fgirl=off&fbuy=off&custom=trump%20Donald%20Crypto%20Cryptocurrency%20forex%20motivate%20boss%20lifestyle&type=live>

Once you have your generated hashtags remove any which are either inappropriate or do not relate to the topic.

When to post

Look at when people are likely to engage with a post depends on the audience. For instance, when do people go to work or when are they likely to be on their phones?

- Facebook: 9 am-1 pm.
- Twitter: Two posts, one at 7 a.m. and the other at 11 a.m.
- Instagram: 12 a.m. to 1 pm. Once you have over 100 followers, you can go to the “dashboard” > “insights” > “followers” to see when your followers engage most.
- LinkedIn: 9 am-1 pm.

Scheduling posts on Facebook and Instagram

- Go to the [Meta Business Suite](#).
- Select the “planner” icon, which is a calendar.
- Select “Publishing tools” on the sidebar.
- In the top right corner, select “Create post”.
- On the top left corner is a white section with the words “post to” and select Facebook or Instagram, depending on what you are posting to.
- Add any text and graphics to the posts.
- Near the bottom of the page is a section with the words “Scheduling options” and next to this, select “Set date and time”.
- This will open up a 24-hour clock and on the left side, select the date and on the right side, select the time for the post.
- At the bottom of the page, click “schedule post”.
- If a box pops up afterwards, then click to stay on the page (if you leave it, then your post may not be scheduled).
- You will then be on the “Planner page” where you can check under the date for the post whether it has been scheduled.

Schedule a post on x (formerly Twitter)

- Log into the account.
- Click the blue post icon button on the left-hand panel at the bottom.
- Make sure once the post is written that “only the first 280 characters will be visible on the timeline” does not appear; if it does, then you need to reduce the length of the tweet before scheduling it.
- At the bottom of the pop-up which appears, there is an icon of a calendar with a clock at the side.
- Clicking this will open up another pop-up with the title “Schedule”.
- Then select the month and ensure it is showing the right month and date to post for.
- Then select the time it needs to post for on the 24-hour clock.
- After this is completed, click the black “confirm” button at the top.
- You can then write the post and add any media by clicking the icon of a picture on the far left of the bottom panel.
- Then click the “schedule” button in blue at the bottom.
- Once this is done, you check the post has been scheduled by once again clicking the blue “post” button when viewing our profile or feed.
- On the top right corner, click the word “Drafts,” which is written in blue.
- At the top of this new page, select “Scheduled.”

Scheduling posts on LinkedIn

- Log in to the account.
- Click Start a post at the top of your LinkedIn homepage. The Create a post pop-up window appears.
- Click the Clock icon in the lower-right corner to schedule your post.
- In the Schedule post pop-up window, select a date and time when you want to publish the post. The time selected must be within 10 minutes to 3 months from the current time (rounded to the nearest interval).
- You can also enter the exact time to schedule a post instead of using the 30-minute increment options from the dropdown.
- Click Next. You can see the scheduled date and time above the post.
- Click Schedule. A post-scheduled confirmation pop-up appears on the lower left of the page.

Source: From “Schedule posts” on LinkedIn Help.

Schedule a post on TikTok

- Log in to a web browser.
- Click “Upload” on the sidebar.
- Upload and edit the video.
- Toggle the schedule button and select a date.
- Click schedule.

Centre

Rebuilding the centre ground