



Brand partner guidance for BID's
SOCIAL MEDIA

FEB 2023



This document is a template designed to help and support, and can be adapted or adopted as appropriate. It is not a policy or guidance for employee's own personal social media profiles.

BEST PRACTICE FOR BID LEVY PAYERS

(BID NAME) will be implementing a new way of working across its social media channels with a best practice approach from (Start Date) to maximise platform performance. See below information and details on how you can make sure your brands feature regularly in our content calendars.

BEST PRACTICE OVERVIEW

We will be moving away from posting replica brand content and will instead produce engaging static and video content for distribution across our Facebook, Twitter and Instagram profiles. All content will align with our Brand Positioning – please see below.

In addition to (BID NAME) led content, we want to encourage our Brand Partners/BID Levy Payers to create and submit their own pre-approved content. The site marketing team will also be visiting brands regularly to capture content, as and when possible.

BRAND POSITIONING

We will be creating our Strapline and use it regularly to build up a constant i.e. Bury yourself in Bury St. Edmunds so much to do! Our brand strapline will invite our visitors to take a deep dive into the area and discover the hidden gems.

(BID NAME) and its Brand Partners/ BID Levy Payers are in the business of memory making. Going forward, we aim to create social media content that reflects our brand values and serves our target audiences' needs and wants.



BRAND PARTNER/BID LEVY PAYER INVOLVEMENT

This is the perfect opportunity to invite any social media savvy content creators within your team to step forward and get involved in creating some exciting content if you do not use an agency.

Key ingredients to creating good content:

- Stick to what you are known for and expert in
- Surprise your audiences with things they may not know about your brand
- Relevant and current, i.e. Summer – promote summer menu items, products, things to do this Summer
- Behind-the-scenes content (please confirm BID manager approval)
- Content that invites audiences to engage with us
- Content that aligns with our regular call for content theme
- Content format:
 - Square or Portrait*
 - Photography
 - Video (no more than 15 seconds)

Content submission:

Please forward any details to our Marketing/PR team here at (BID NAME) please email – (Appropriate Marketing Email Address)

*If capturing content on your mobile phone, please send through images and videos in portrait format with the main 'activity' in the central area as highlighted by the red square in the portrait shape to the right. Images and videos may be cropped.

Please remember to add our handles to flag additional content relevant to (BID NAME) on their platforms, as well as encouraging use of post content, discovery, and location hashtags.

Using Our Bury St. Edmunds as an Example;

Twitter - @BID_OurBuryStEd
3242 Followers

Find a Hash Tag that works for the BID and each event i.e. #BuryMerryChristmas
Post every day for continuity

Facebook - Our Bury St. Edmunds
8748 page likes (Community organisation)

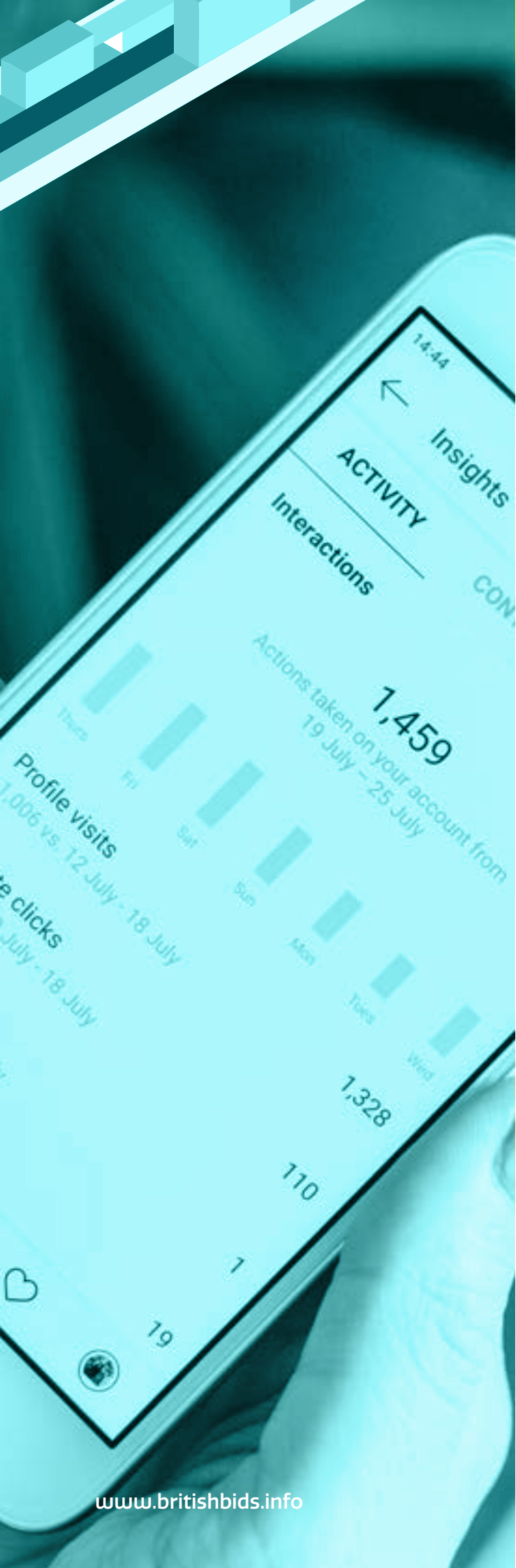
Ensure shares and retweets from all BID Levy Payers, and encourage them to Tag the BID page in their posts to assist with resharing. Find a Hash Tag that works for the BID and each event #OurBuryStEd
Post every day for continuity

Instagram - @Ourburysteds
3853 Followers

Reels and high resolution images encourage engagement. Find a Hash Tag that works for the BID and each event i.e. #BuryStedmunds

Linkedin Page for Our Bury St Edmunds

This will be to ensure the Professional Services businesses are promoted to B2B as well as B2C on other channels. LinkedIn can be used for all business messaging, newsletters and networking opportunities.





Brand partner guidance for BID's social media Feb 2023

Engage with all new businesses, old businesses and positive posts about the area and the BID.

Failure to comply with the (BID NAME) Social Media Policy could lead to disciplinary action.

Try to make sure that the BID Social Media Executive (Agency) are following all of the BID Levy Payers Social Channels to ensure that there is a wide spread of businesses being promoted through the (BID NAME) socials. Ensure that there is a Marketing Strategy for Social Media posts so that all Levy payers are aware and can escalate the posts themselves to promote (BID LOCATION) as a place.

Ensure all members of the Team see the policy and sign off to confirm, this then becomes a contractual policy with each member who signs it.

Do not post, nor engage with negative posts about the area nor BID, to reduce the "noise" being generated about an issue.

Ensure all staff adhere to the (BID NAME) Social Media Policy and remind them that they are acting on behalf of the organisation and place. Their Ambassadorial approach is paramount to the Brand. Do not post negative, politically led, extremely personal matters without sign off from the BID Board.

The logo for British BIDs features the word "British" in a dark blue, sans-serif font. Below it, "BIDs" is written in a larger, teal, sans-serif font with a small "TM" trademark symbol to the upper right of the "s".

British BIDsTM

Leading the BID industry

A large, stylized graphic on the right side of the page. It consists of a dark blue, wavy ribbon that curves downwards and then upwards. This ribbon is surrounded by several layers of lighter blue and grey, creating a 3D effect. The overall shape is reminiscent of a stylized 'S' or a winding path.

www.britishbids.info

0845 112 0118 / contact@britishbids.info