



VCMA partnerships social media guide

Purpose

This guide outlines how partner organisations can communicate about their work with us on social media. Our aim is to ensure messaging is **consistent, respectful, and impactful**, while building a **continuous, authentic** story that highlights the support available to vulnerable customers.

Key principles

When talking about our partnership, content should always be:

Customer-first

Focus on the positive impact for people, not just the organisations involved

Respectful and sensitive

Never exploit or sensationalise vulnerability

Accurate

Ensure all references to services, support, and outcomes are correct

Collaborative

Clearly reflect the partnership and shared effort

Authentic

Real stories and genuine experiences resonate most

Sign-off process

To maintain consistency and safeguarding standards:

- All partnership-related posts must be approved by both SGN and the partner before publishing
- Please send draft content (copy, images, video captions) to your SGN contact and Bradley Barlow, Communications Officer: bradley.barlow@sgn.co.uk
- Allow at least 48 hours for review, where possible
- We may suggest edits to:
 - Ensure tone and messaging align with our approach
 - Protect customer confidentiality
 - Ensure correct branding and terminology

Key messaging

One-off posts can be good for single announcements to accomplish a specific goal, such as events and other important announcements.

What this looks like

Instead of a single announcement, consider a series of connected posts to keep partners on the journey with you. For example:

1. Introduction

- Announce the partnership and shared goals

2. In action

- Show the work being done (events, outreach, support sessions)

3. Real impact

- Share anonymised case studies or outcomes

4. Ongoing support

- Remind audiences how they can access help

Tips for building a strong story

- Use consistent messaging and hashtags across posts
- Refer back to earlier content (“Following our recent partnership...” etc)
- Show progress over time, not just a single moment
- Highlight both organisations’ roles clearly

Content best practice

Tone of voice

- Clear, supportive and human
- Avoid jargon or overly corporate language
- Focus on **empowerment, not vulnerability alone**

Copywriting tips

- Keep posts concise and easy to read, using plain English
- Open with a strong, engaging first line
- Include a clear **call to action** (eg where to get help)

Measuring success

Strong partnership content should:

- Raise awareness of available support
- Encourage engagement (comments, shares, saves)
- Drive people toward help and services
- Reinforce trust in both organisations

Visual content

- Use high-quality, clear images or video
- Ensure all individuals have given informed consent
- Avoid imagery that could be seen as intrusive or stereotypical
- Show real environments and genuine interaction where possible

Accessibility

- Add captions to video content
- Use alt text for images where available
- Keep language simple and inclusive
- Avoid large blocks of text

Platform optimisation

- **LinkedIn:** More detailed, partnership-focused storytelling
- **Facebook:** Community impact and support messaging
- **Instagram:** Visual storytelling, behind-the-scenes moments
- **X (Twitter):** Short updates, campaign amplification

Branding and tagging

- Tag our official account:
 - **Facebook:** facebook.com/SGNgas
 - **LinkedIn:** linkedin.com/company/sgn
 - **Instagram:** instagram.com/thisisSGN
 - **X (formerly Twitter):** x.com/sgngas
- Use agreed partnership hashtags where in use
- Ensure logos are used in line with brand guidelines

Best practice example

A strong example of good, engaging content can be found in [this post from Sue Ryder on LinkedIn](#).

Through a series of graphics, it clearly sets out:

- Who is being supported
- How they've been supported
- How the partnership has developed
- The future of the partnership

Final checklist (before posting)

Through a series of graphics, it clearly sets out:

- Messaging is accurate and consistent
- Tone is respectful and supportive
- Clear call to action included
- Partners are tagged correctly
- Content has been approved

Additional resources

- Our vulnerability partners toolkit with images, key stats and quotes can be found on our website: sgn.co.uk/vulnerability-partners-toolkit
- For copies of our logo, guide on its correct use, and our brand guidelines, contact Bradley Barlow, Communications Officer: bradley.barlow@sgn.co.uk