

FABRIC

SOCIAL MEDIA PACK

SOCIAL MEDIA

PACK

1.0 / Our social media

SOCIAL MEDIA ACCOUNTS.



Our Social Media Channels

Please be sure to tag the following social media accounts for FABRIC and include the hashtag where possible.

FACEBOOK: @fabricdance

INSTAGRAM: @fabric.dance

TWITTER: @fabricdance

TIKTOK: @fabricdance

LINKEDIN: @fabricdance

FABRIC hashtag: #FABRICdance

used across all platforms.

2.0 / When using the FABRIC name

USING THE NAME.

Whenever the organisation name FABRIC is used in written communications it should always be shown in capital letters.

Please always refer to FABRIC as a single entity i.e "FABRIC is" rather than "FABRIC are".

FABRIC is the full name, please do not use FABRIC Birmingham or FABRIC Nottingham.

Location can be specified when listing key information just not as part of the name e.g.

FABRIC is hosting this event today in Centenary Square.

or

Join this workshop hosted by FABRIC at iC4C in Nottingham.

3.0 / FABRIC marketing assets

USING FABRIC MARKETING ASSETS.



Please use this link for access to FABRIC logos and other FABRIC marketing assets for general marketing use:

bit.ly/FABRICmarketingassets

Logo Specifics

The logo used must always be **clearly visible and legible** and be in clear contrast to the background.

Orange yellow or **white** against darker backgrounds and **blue** or **black** against lighter backgrounds.

The logo must always be either aligned top left or top right (depending on visibility).

If the logo placement is not properly visible when aligned top left/right, then please have it aligned bottom left/right.

Please send a draft of your material to the marketing team for approval in advance of it being published.

SOME GOOD PRACTICE AND OTHER THINGS WORKING WITH FABRIC SOCIAL MEDIA.

Images

When using an image supplied by us please, where available, include the credit supplied with the image.

Reciprocal Shares

When asking us to share things on our social media channels, please ensure you have the content already on your account ready for us to share.

Please then tag our relevant social media account or send it to us on that channel so we can post/share.

Please do this unless it has been agreed in advance that we work with you in creating social media content as part of a marketing campaign.

#ArtsintheMidlands

Every Friday on Instagram, we share arts opportunities/events happening **across the Midlands**. If you would like us to include any Instagram stories as part of our Friday hashtag either send it across to us (content must already exist) or join us in using the hashtag. Any content for this hashtag must be happening in the Midlands for it to be shared by us.

ANY QUESTIONS THEN PLEASE GET IN TOUCH



Any questions or enquiries about marketing or communications then please email the marketing and communications team: marketing@fabric.dance.

This inbox is monitored by the marketing and communications team everyday during office hours (Monday to Friday, 9am till 6pm).