SOCIAL MEDIA

# THE LIGHTWAVE GUIDE TO POSTING

Please read this guide to creating a social media post or advertisement that is in keeping with our lightwave brand. We have recently re-branded our social media and re-launched our website so the appearance of our posts is extremely important to us so that we communicate with the right people in the right way.

## KEY MESSAGES & AUDIENCES

The people who we are aiming to reach on social media are those who may not have been exposed to regular church, therefore it's vital we keep our language simple and relatable- it needs to be understood by absolutely anyone so steer clear of Christian Jargon.

We want to keep our page friendly, personable and invitational, so remember that when wording your posts.The idea of our posts is to make people aware of what our lightwave groups are, what they are doing, and how they can get involved. We can share events and information about gatherings, as well as stories from those involved and any good news.

## FONTS

In order to keep our content as cohesive as possible, we ask that you use either 'Tahoma' or 'Century Gothic' for your text body font. It is clear and easy to read. For Title Fonts if you would like to choose something more creative you are welcome to choose anything clear and legible.

**Century Gothic Bold  ABC abc**

Century Gothic  ABC abc

Tahoma  ABC abc

# PLACEMENT AND LOGOS

Each advertisement post should have a lightwave logo included. We suggest the white logo against a vibrant background and if against a lighter background using the lightwave blue. In some cases the black logo can be used.



# POSTING

The easiest thing to do if you require something to be posted is to email becky.luetchford@cofesuffolk.org with your design, any captions for your post or additional bits of information and the date, times of posting.

# COLOURS

With our rebrand and re-launch of our website came the introduction of a slightly more muted colour palette. Any of these colours are available to use in your posts for fonts/backgrounds etc. The colours below are taken from our original brand guidelines but the softer colours have been selected currently.



For photographs, we would love to keep a colour scheme where we can but understand this is not always possible. Our photo colour schemes are blue, green and yellow which is what we aim to show on our instagram feed, not every element of the photo needs to be in those colours but if the overall theme is in these colours, that's great. Examples below of photos that would work -