



Raising the Bar
BUSINESS ACTING RESPONSIBLY

Raising the Bar – Make a Pledge Tool Kit Guide

Find the Dropbox folder [here](#)

We have three different ways in which you can promote your pledge across your social media channels:

Poster Print Outs for Social Media – Post to social media without customizing materials

In the Dropbox folder, you will find the #MakeAPledge A4 pdf print outs - there are five different designs to choose from. You can choose which design you would like to print out, then upload a photo of yourself holding the poster to social media – do not forget to include your pledge in the caption of the post!

You could encourage more members of your team to also upload photos of themselves holding one of the A4 posters to their own social channels (eg: LinkedIn). This would be a fantastic way to further promote your pledge, reaching a much wider audience.

Make sure you tag Raising the Bar in any posts (Twitter: **@RtBYorkshire** & LinkedIn: **@Raising the Bar Yorkshire**) and use the hashtags **#MakeAPledge #wnyRtB**.

Social Media Asset

A social media asset is also included in the Dropbox folder. This is in PSD format, so you will need access to Photoshop to edit. Using Photoshop, you can edit the text to include your pledge and company name. This can then be shared across your social media channels – tagging in Raising the Bar (Twitter: **@RtBYorkshire** & LinkedIn: **@Raising the Bar Yorkshire**) and using the hashtags **#MakeAPledge #wnyRtB**.

If you do not have access to photoshop, please send an email to marketing@wnychamber.co.uk with some wording and we would be happy to edit the asset for you!



**West & North
Yorkshire Chamber
of Commerce**
British Chambers of Commerce
Accredited

Social Media Story Asset

A similar asset as the above is also available in the correct dimensions to fit social media stories. This is also a PSD file, so is edited in the same way using Photoshop.

Examples

 **Naylor Wintersgill**
@Naylorwintersg

The @Naylorwintersg team were delighted to vocalise our commitment to @tutormate_uk through our @RtBYorkshire #MakeAPledge campaign! Make sure you make your pledge today 🙌



 **Raising the Bar** @RtBYorkshire · Apr 6

Our @WNYChamber member @Naylorwintersg has pledged to provide weekly term time online reading sessions to support children in Bradford improve their literacy skills!

Make your pledge today: ow.ly/IH4Q50EhGbW

#wnyRtB #MakeAPledge



Website

Raising-the-bar.org.uk