

Social media tips

Quality conscience: Doing the right thing

#WQW22



Twitter

Character limit :

280

Image size:

600 x 335px



Facebook

No character limit

Image size:

1200 x 630px



LinkedIn

Character limit:

300

Image size:

1200 x 627px

Quick tips



The best time to post universally is between 12pm-1.30pm across all platforms



With Facebook and LinkedIn, ensure you're not posting more than twice a day



With Twitter you can post multiple times a day, making sure they're at least an hour apart

Use our hashtag **#WQW22** to be a part of our social media activities

Twitter content ideas

Before 7 November 2022:

We're celebrating World Quality Week. Join in / find out what we have planned. [#WQW22 \[link\]](#)

Help us celebrate World Quality week between 8-12 November. Look at how we're promoting [#WQW22](#) and get involved [\[link\]](#)

On 7 November 2022:

Happy World Quality Week. Share what you have planned for the week and join in and celebrate [#WQW22](#)

Happy World Quality Week. We're proud to be celebrating [#WQW22](#) by [\[your event/activity\]](#).

After 11 November 2022:

Thank you for helping us celebrate [#WQW22](#). Click to find out what we got up to. [\[link\]](#)
We had a great time celebrating [#WQW22](#). Thank you to everybody who made it a success.

Facebook & LinkedIn content ideas

Before 7 November 2022:

Did you know that 7-11 November is World Quality Week? We're taking part in [#WQW22](#) by [\[your event/activity\]](#). There's still time to organise an activity or event of your own.

World Quality Week 2022 is coming on 7 November. What do you have planned? [#WQW22](#)

On 7 November 2022:

Happy World Quality Week! Does your organisation use conscience decision making at every level? Together with organisations around the world, we are celebrating [#WQW22](#) and thinking about this year's theme 'Quality conscience: Doing the right thing'.

After 11 November 2022:

Thanks to everyone who helped us celebrate World Quality Week 2022. Click to find out what we got up to. [\[link\]](#) [#WQW22](#)