

Social media tips

Sustainability: improving our products, people and planet

#WQW21 #SustainableQuality



Twitter

Character limit :
280
Image size:
1024 X 515px



Facebook

No character limit
Image size:
1080 x 1080px



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 #WQW21 to be a part of our social media activities

Twitter content ideas

Before WQW:

We're celebrating World Quality Week. Join in / find out what we have planned. #WQW21 [link]

Help us celebrate World Quality week between 8-12 November. Look at how we're promoting #WQW21 and get involved [link]

On 8 November:

Happy World Quality Week. Share what you have planned for the week and join in and celebrate #WQW21

Happy World Quality Week. We're proud to be celebrating #WQW21 by [your event/activity].

After 12 November 2021:

Thank you for helping us celebrate #WQW21. Click to find out what we got up to. [link]
We had a great time celebrating #WQW21. Thank you to everybody who made it a success.

Facebook & LinkedIn content ideas

Before 8 November 2021:

Did you know that 8-12 November is World Quality Week? We're taking part in #WQW21 by [your event/activity]. There's still time to organise an activity or event of your own. World Quality Week 2021 is coming on 8 November. What do you have planned? #WQW21

On 8 November 2021:

Happy World Quality Week! We are celebrating over 100 years of Quality. #WQW21

Happy World Quality Week! Did you know there are five key factors to grow and maintain trust for an organisation? Together with organisations around the world, we are celebrating #WQW21

After 12 November 2020:

Thanks to everyone who helped us celebrate World Quality Week 2021. Click to find out what we got up to. [link] #WQW21