



Social media guidelines for sub-contracted partners

Last updated 14 October 2025

Any social media posts relating to provision under your Cheshire West and Chester Council contract must comply with the following guidelines:

- Please use the social media template provided. If you need this template to be resized, please contact us
- The template should be used to contain an image and simple headline text only
- Visuals should be clear, easy to understand and meet accessibility standards. Alt text to be used on images and captions used on videos
- All details – location, date, times etc – should be provided in the text accompanying posts
- Avoid any political tone or viewpoint; do not mention any political parties or affiliation

If you have any questions please contact helen.crampton@cheshirewestandchester.gov.uk