



Guide to using the Made in Devon #devonday templates on social media



Trading Standards
Approved Business

madeindevon.org.uk



What is #devonday?

June 4th is #devonday

Devon Day is celebrated on June 4 every year on St Petroc's Day, the patron saint of Devon and whom the Devon flag is dedicated to.

The idea is to promote the best of Devon for the whole day in the hope of getting our county trending on social media platforms such as twitter, facebook, instagram, linked in and tiktok.





Why celebrate #devonday?

June 4th is #devonday

- Celebrating social media 'special days' can help you increase brand awareness and reach ...
- Sharing hashtag special-themed content helps to engage your audience ...
- Creating themed content around social media 'special days' allows your brand to show a sense of authenticity ...
- Celebrating social media 'special days' allows you to be part of the conversation ...





Get Involved

June 4th is #devonday

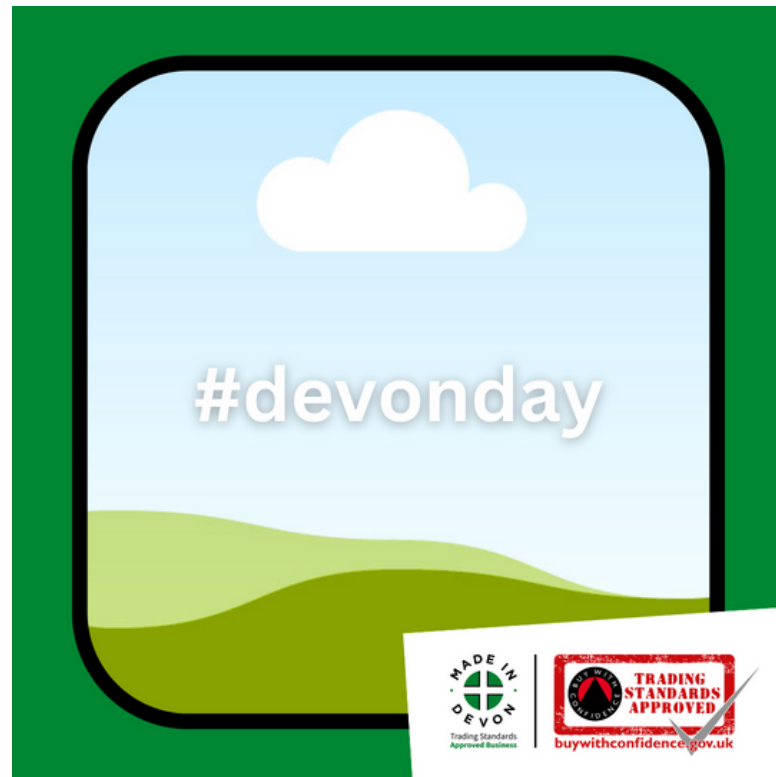
To make it easy to get involved, the Made in Devon team have put together these social media post templates so that you can join in with us and celebrate with your fellow Made in Devon members.

For small businesses, the Made in Devon mark can help you stand out and differentiate yourself.



Step 1: Templates

Click on these links to open the **Made in Devon** branded templates we have created for you to use on **#devonday**



[Instagram Template](#)



[Facebook Template](#)



[Linked In Template](#)



[Twitter Template](#)



Step 1: hint

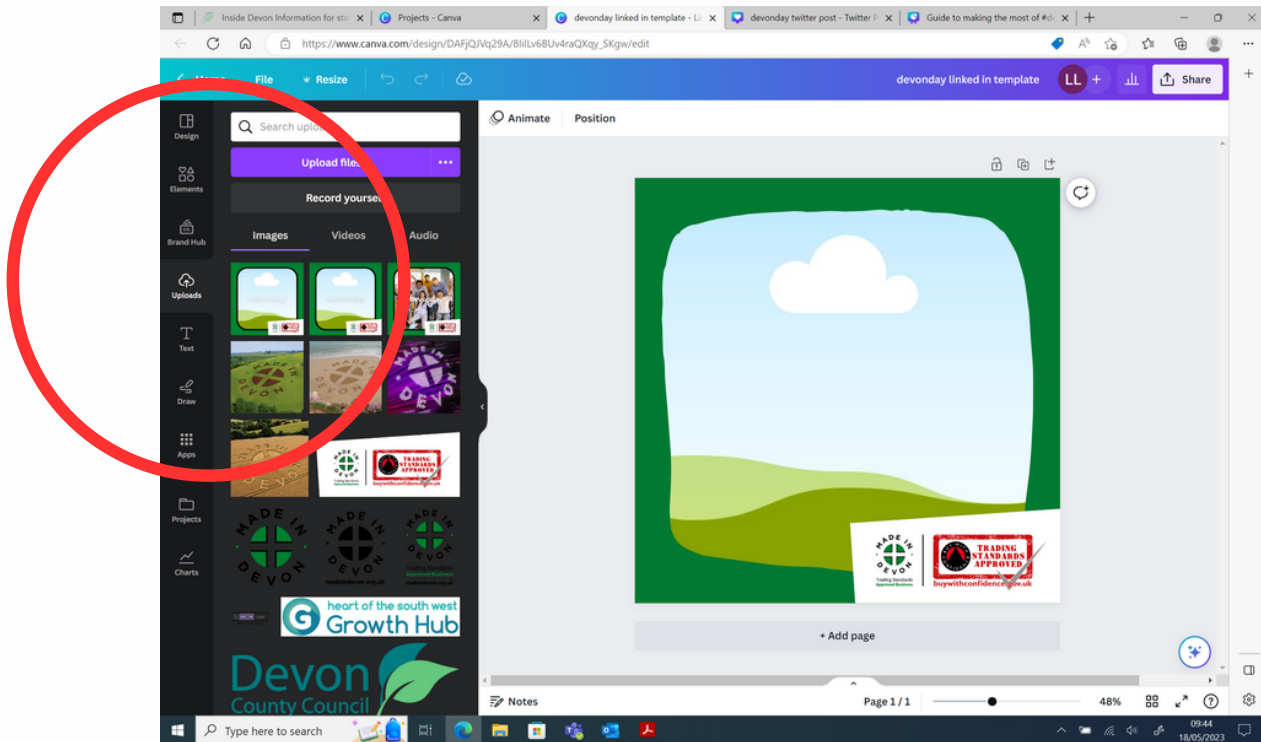
Never used Canva before? That's OK!

Canva is an online design and visual communication platform with a mission to empower everyone in the world to design anything and publish anywhere.

- just create an account when prompted to, it's free to use
- your template will open up and become your first project
- everything is stored on Canva's cloud, so you can log in anywhere to access it

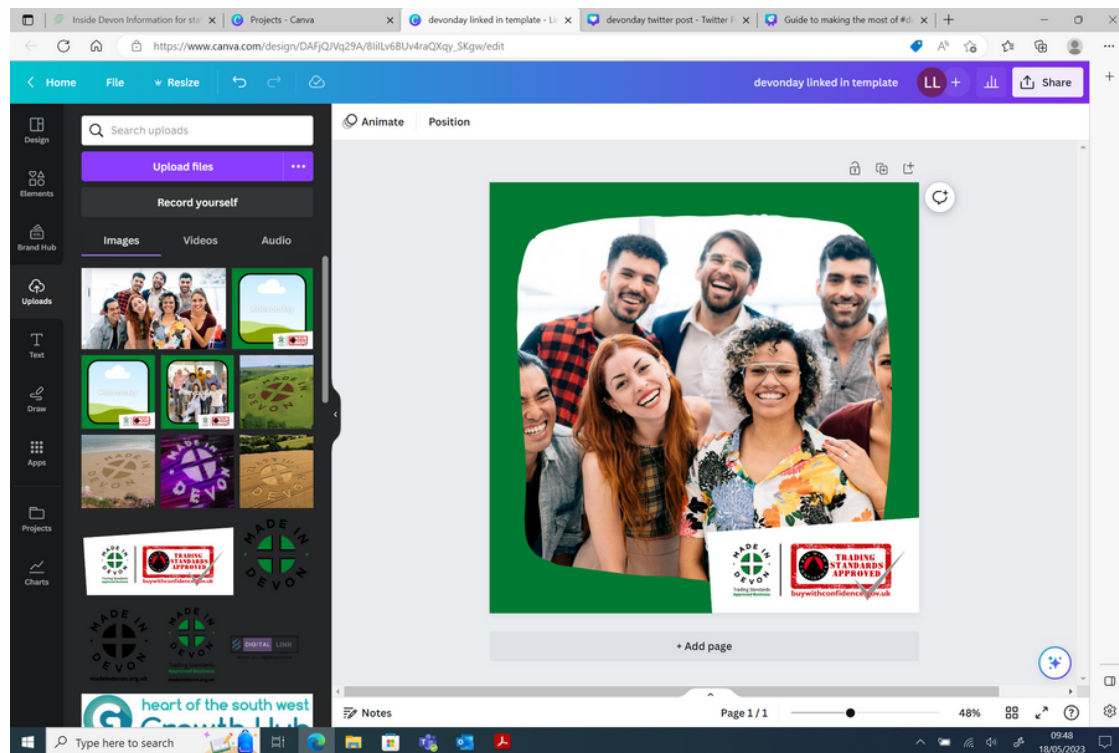


Step 2: Upload your brand images



- When the template opens in Canva, you will see a black menu bar on the left.
- Click on the **Uploads** Tab
- Drag any **team photos** or images that represent your **brand** into the Uploads section.

Step 3: Drag your image into the frame



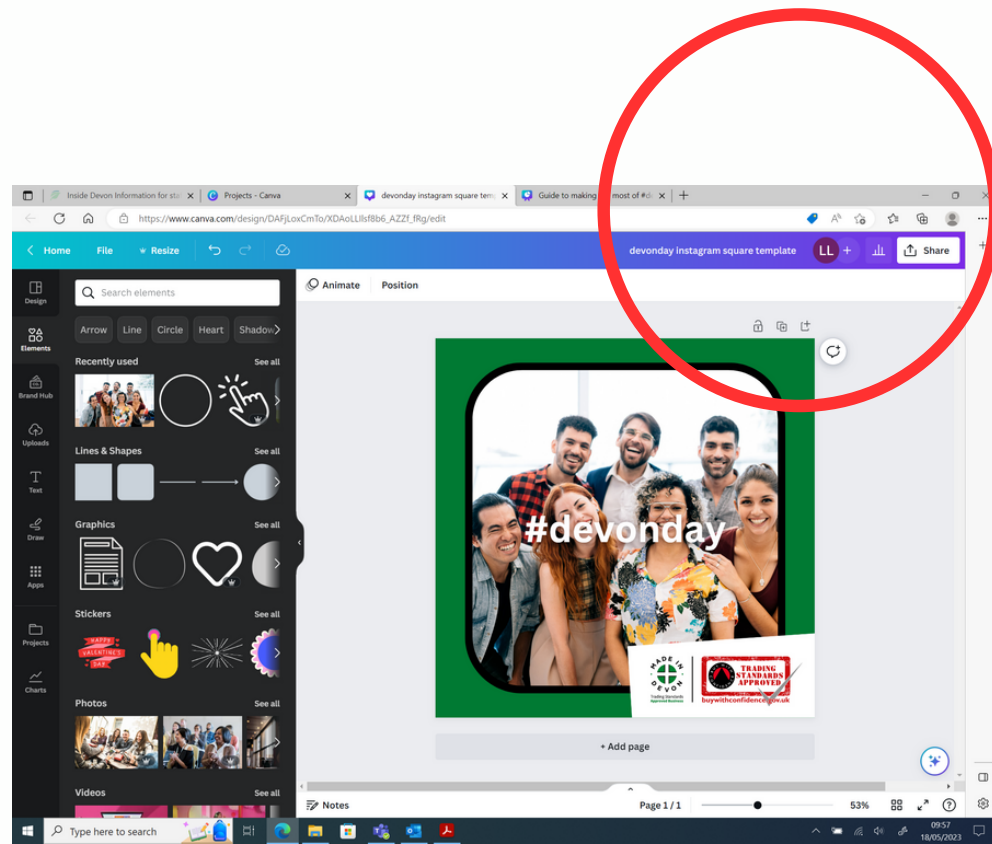
- Click on your team image or brand image and drag it over to the frame
- Aim for the clouds and the image will automatically snap into the frame
- If you accidentally click on the image, it will place it in front of the frame, rather than snapping it inside the frame. Delete the image and try again to drag and drop it.

Step 4: Your Branded Image

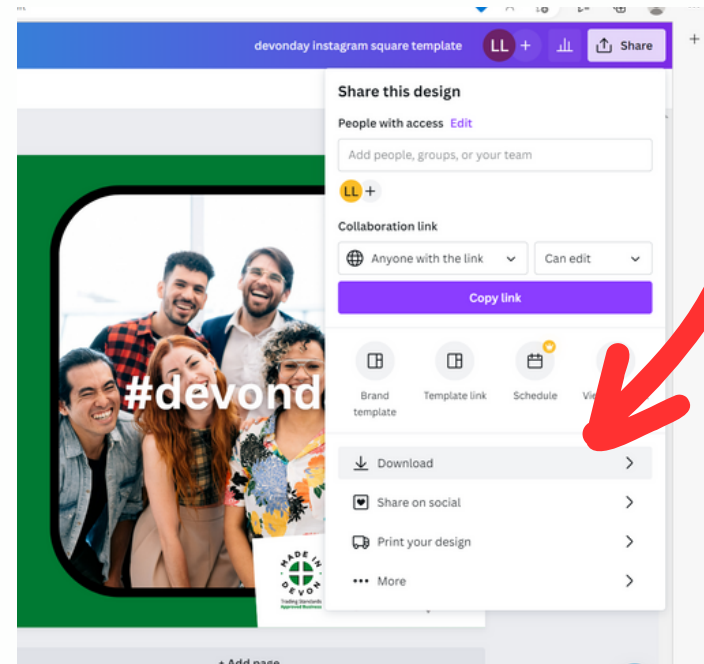


- Your image should look like this
- Make as many versions as you like, just repeat steps 1-3

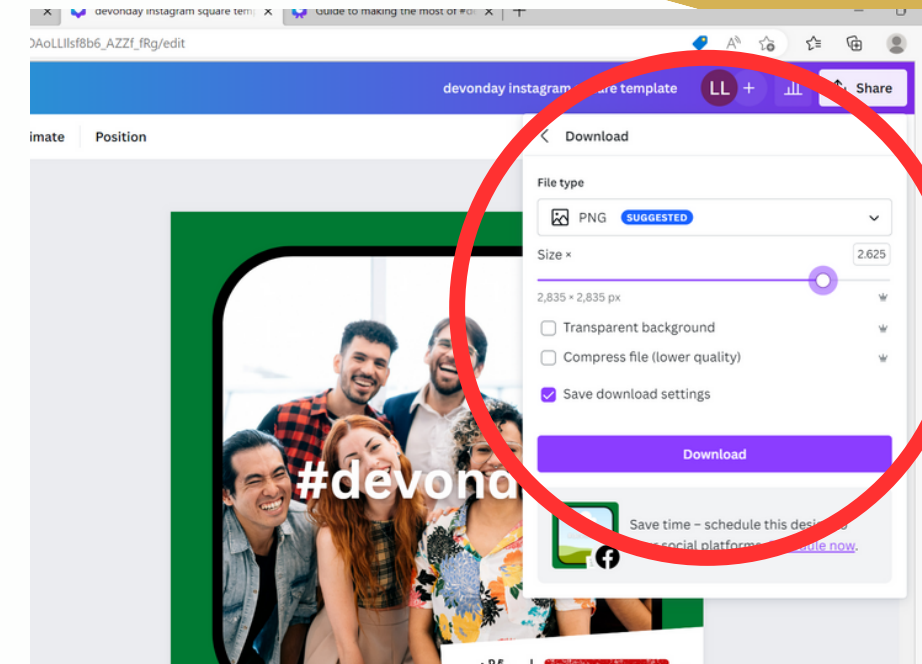
Step 5: Download the Image



- Click 'share' in the right corner



- Click 'download'



- Select your file type (jpeg/png/pdf) and file size (drag the slider to the right for better resolution) and hit 'download'

Step 6: Get Posting

#devonday is June 4, 2023

When writing your post copy, remember that Made in Devon Members can also shout about their Buy With Confidence membership- link to the website where your business is listed – www.buywithconfidence.gov.uk

Don't forget the hashtags:
#devonday
#madeindevon



Step 6: Get Posting, ctd

#devonday is June 4, 2023



Lost for words? Use these as post starters:

- We love being a Devon business because...
- My favourite Devon brand is ...
- We love Devon because...
- My favourite day in Devon would be...
- On this #devonday we will be....
- How are you celebrating #devonday?

Don't forget the hashtags:

#devonday

#madeindevon



madeindevon.org.uk

Example Post

We're so excited to be celebrating #devonday with #madeindevon this year. We love being a devon #cafebusiness because it's just a short stroll to the beach for a swim after work. Tell us why you #lovedevon in the comments and why brands that are #madeindevon are important to you on this #devonday.

As members of Made in Devon, we are also part of the #Buywithconfidence scheme, so be sure to check us out here:

www.buywithconfidence.gov.uk

[#madeindevon](#) [#devonday](#)





Unlock your digital potential

If you enjoyed this guide and want to see others like it, please contact the **Digital Link team**, part of the Heart of the South West Growth Hub.

The Digital Link programme offers up to 6 hours of fully funded support for businesses, including 1:2:1 advice, workshops, guides, events and courses. Get in touch and book yourself an appointment today.



www.heartofswgrowthhub.co.uk/digital-link



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