



Guide to making the most of your Made in Devon membership



Trading Standards
Approved Business

madeindevon.org.uk



For small businesses, the Made in Devon mark can help you stand out and differentiate yourself. This guide shows you how to make the most of the Made in Devon logo on your website and social media.



Communications

- Your Email Signature
 - Be sure to add the **Made in Devon** logo to the bottom of your email signature
 - Be sure to include the tag **#madeindevon**
 - you can even include a hyperlink to the made in devon website
- Your Email Software
 - Be sure to add a **Made in Devon** section (with logo) to your customer email automations (order confirmations, abandoned carts, thank you emails, subscriber confirmations, product recommendations, etc.)



Social Media Images

- Canva is a **free** online design and visual communication platform with a mission to empower everyone in the world to design anything and publish anywhere.
- Images:
 - Use the PNG logos with **transparent backgrounds** to overlay the 'Made in Devon logo' onto your own business images.
 - Use free **templates** in Canva which are calibrated for specific social media platform sizes (facebook, instagram, twitter, etc)
 - Use **frames** in Canva to drag images into shapes to create neat and tidy graphics



[Free Design Tool: Canva](#)

Social Media Posts

- Captions:
 - Use prompts such as 'Made in Devon means ... to me' and let your customers reply with what they think
 - Run competitions or giveaways for the best comment
- Special Days:
 - use hashtags to connect to wider 'special days of x' which are meaningful to your business.
- There are lots of content planners that are free to download and help plan social media content, such as this one:



[The Social Media Content Calendar](#)

#madeindevon

- Hashtag
 - Be sure to include the tag **#madeindevon** on all your posts, emails and communications
 - Each time you post on social media and use the hashtag **#madeindevon**, the team get notified.
 - We can then share your post to our feed, giving your brand bigger visibility and reach.
 - You can also **TAG** us on social media:
 - @madeindevonscheme (instagram)
 - @madeindevonscheme (facebook)
 - @madeindevon (twitter)



Buy With Confidence



Made in Devon Members can also shout about their Buy With Confidence membership.

Include a link to the website where your business is listed – www.buywithconfidence.gov.uk

About Us Sections

- Make sure you update any About Us sections with your Made in Devon credentials:
 - Website 'About Us' page
 - Social media profiles
 - Linked In account - business summary
 - Google my Business



Members Pages

- There is a Member's Brand Centre which includes some great digital assets you can use to shout about your membership.
- You will find:
 - logos
 - images
 - posts





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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