

WOMEN IN
LIGHTING



GUIDELINES FOR LOCAL WIL PAGES ON SOCIAL MEDIA

FACEBOOK (PAGE/GROUP) | INSTAGRAM | LINKEDIN (GROUP)

Document created by the Women in Lighting Social Media Specialist Katia Kolovea of Archifos. If you have questions and need help email >katia@womeninlighting.com

LIGHT
COLLECTIVE

ARCHI
fos

formalighting

GUIDELINES



GENERAL

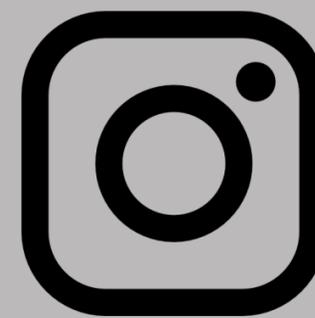
- As a WIL Ambassador, we encourage you to create a local page for your community on social media.
Options include:
1. Facebook Group or 2. Facebook Page,
3. Instagram Account, 4. LinkedIn Group
- Make sure that you use the correct colour palette and font for any graphic materials you create.
- Every Womeninlighting_yourcountry account is free to create their own posts and content but when they use the colours of the project, please use the right tones. The simplest way to find this would be to take a screenshot of the posts on the @womeninlighting gallery and use the colour picker to get the exact tone of CORAL and GREY.

**PLEASE MAKE SURE YOU FOLLOW ALL
IG/FB ACCOUNTS FROM THE FELLOW
AMBASSADORS ALL AROUND THE WORLD**

#togetherwearestronger

GUIDELINES

INSTAGRAM ACCOUNT



Start a business account instead of a personal one. In that way, you can also have access to insights and get more tools to use. If you already have the account as personal you can upgrade it for free through the settings.

PROFILE DETAIL RULES

1) **USERNAME:** @Womeninlighting_yourcountry

Do not use shorter terms: ~~@WIL_xx country~~ or ~~@Women_in_lighting_country~~ or ~~@womeninlightingcountry~~

2) **NAME:** Women in Lighting Xxxxxx

(First letter of the Country must be Capital)

Do not use: ~~Women in Lighting | Xxxxx~~ or ~~Women in Lighting_Xxxxx~~

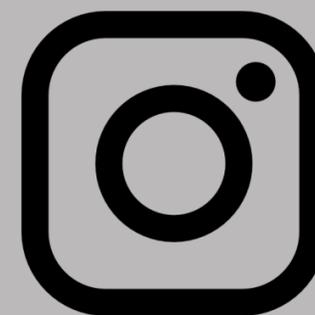
3) **PROFILE PHOTO:**

- The background can only be the Black or the White version.
- Add with **big capital letters** the NAME OF YOUR COUNTRY **below** the WIL logo. See example. ****Please use the correct font: **Josefin Sans** (free font from Google fonts)

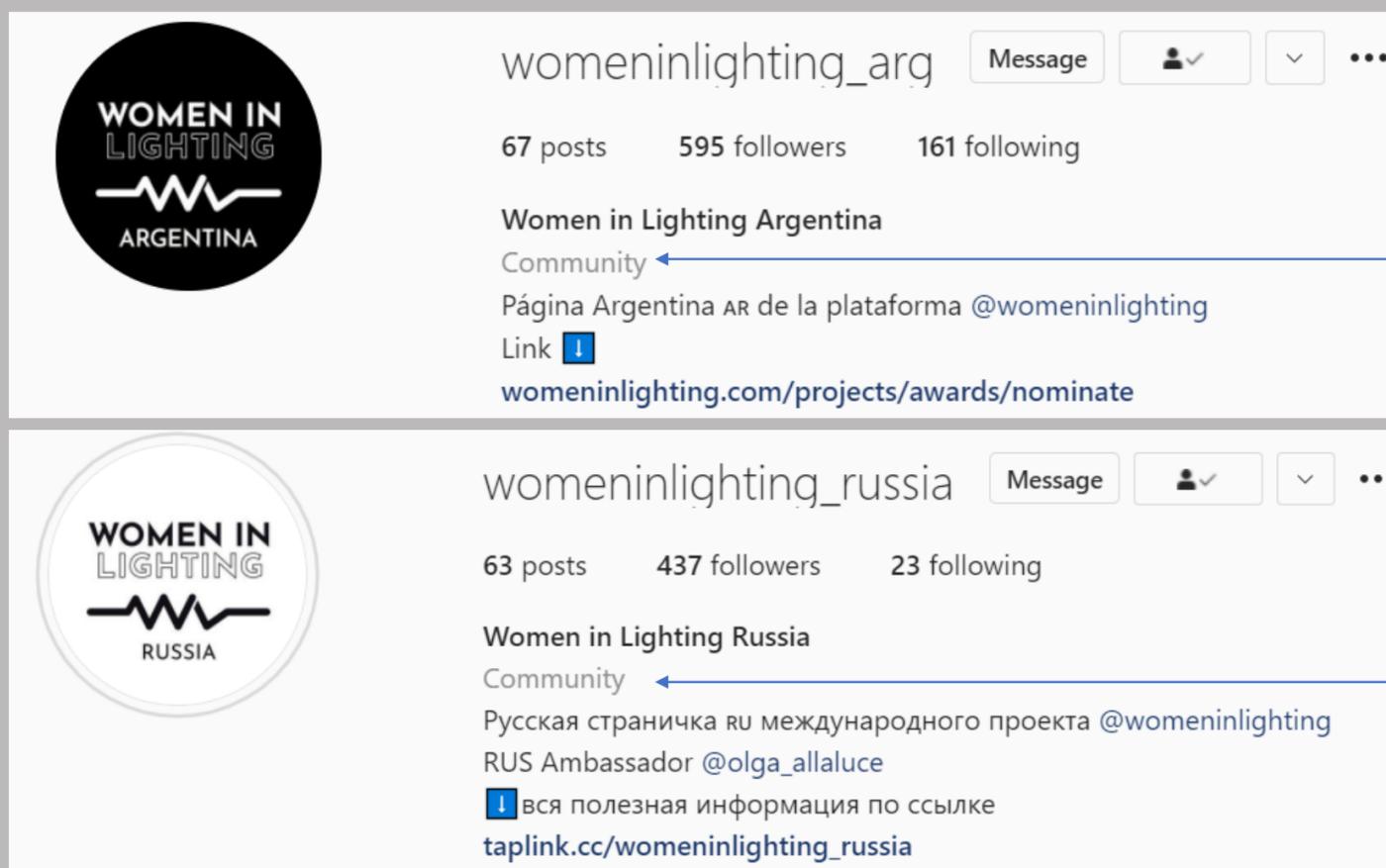


GUIDELINES

INSTAGRAM ACCOUNT



4) PAGE CATEGORY: Select COMMUNITY. See example.



5) BIO (BIOGRAPHY) DESCRIPTION:

Make it clear that the page is part of the **@womeninlighting** project by linking the Main account on your bio. You can write your message in **your language**. It is recommended to write something like that:

- The XXX(Italian, Mexican, Russian, etc...) women in lighting page from the international project @womeninlighting or*
- The XXX(Italian, Mexican, Russian, etc...) @womeninlighting platform to profile XXXX (Italian, Mexican etc... women working in lighting.)*

Good examples:

Women In Lighting_ITALY

Community

PAGINA ITALIANA della piattaforma di ispirazione internazionale @womeninlighting

ITA Ambassador: @giorgiabrusemini di @ognicasailluminata-LINK👉

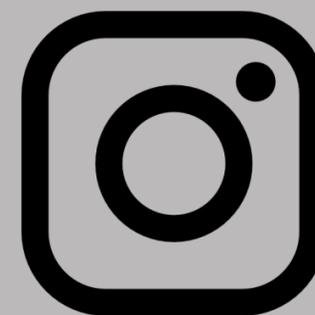
Women In Lighting Iran

An inspirational platform to profile Iranian @womeninlighting ✨🌟

برای معرفی زنان نورپرداز ایرانی WIL پیج فارسی پروژه ی جهانی

GUIDELINES

INSTAGRAM ACCOUNT



6) POSTS:

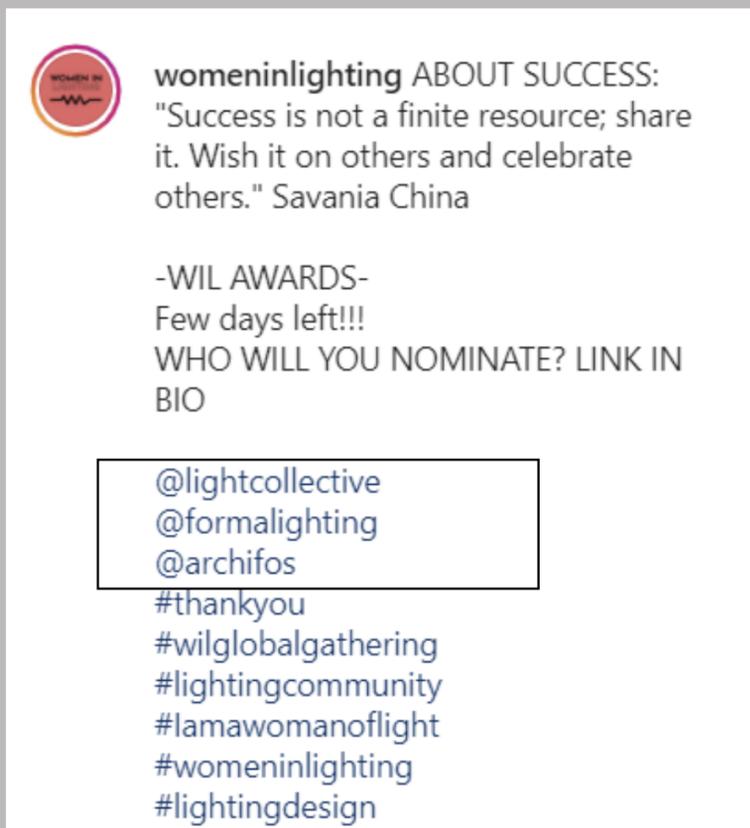
6A. FIRST CASE: WHEN YOU ARE RE-SHARING.

When you are re-sharing a post that has been shared on the **@womeninlighting** main IG account, make sure you don't change the captions (text), credits with active links and tags on the photo. If you are translating the text to your language, make sure you keep the same information and add the same credits with active links and same @tags on the photo. (Hashtags can be removed if you wish, See below what tags on a photo mean.)



This is what “ tagging an account on the photo means.

You can simply do it when you upload your photo. There is the option to tag people



This is a caption of a post. Includes: **Text + Credits with active links + Hashtags.**

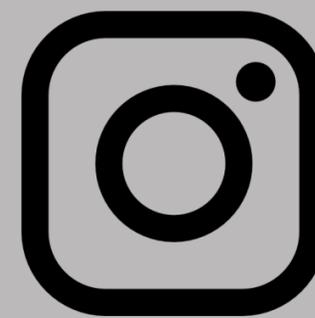
Here we can see that the credits with active links are:

@lightcollective
@formalighting
@archifos

If you press any of those it will take you to their accounts profile.

GUIDELINES

INSTAGRAM ACCOUNT



6B. SECOND CASE: WHEN YOU CREATE NEW CONTENT.

On all the posts you create under the [womeninlighting_country](#) page you have to tag **@womeninlighting** on the photo and credit on the text caption **@womeninlighting**.

It is recommended to also add the team credits on your text caption

@lightcollective, **@formalighting** and **@archifos** for better communication.

womeninlighting_arg Finalizamos este mes de Marzo de celebración a la mujer, dando la bienvenida a nuevas integrantes a la comunidad WIL Argentina.

We ended this month of March celebrating women, welcoming new members to the WIL Argentina community.

[@womeninlighting](#)

[@archifos](#)

[@formalighting](#)

[#iamawomanoflight](#)

[#womeninlighting](#)

[#lightingdesign](#)

[#diseñodeiluminacion](#)

[#lightingdesign](#)

[#lightingdesigner](#)

[#diseñadoradeiluminacion](#)

[#lighting](#) [#iluminacion](#)

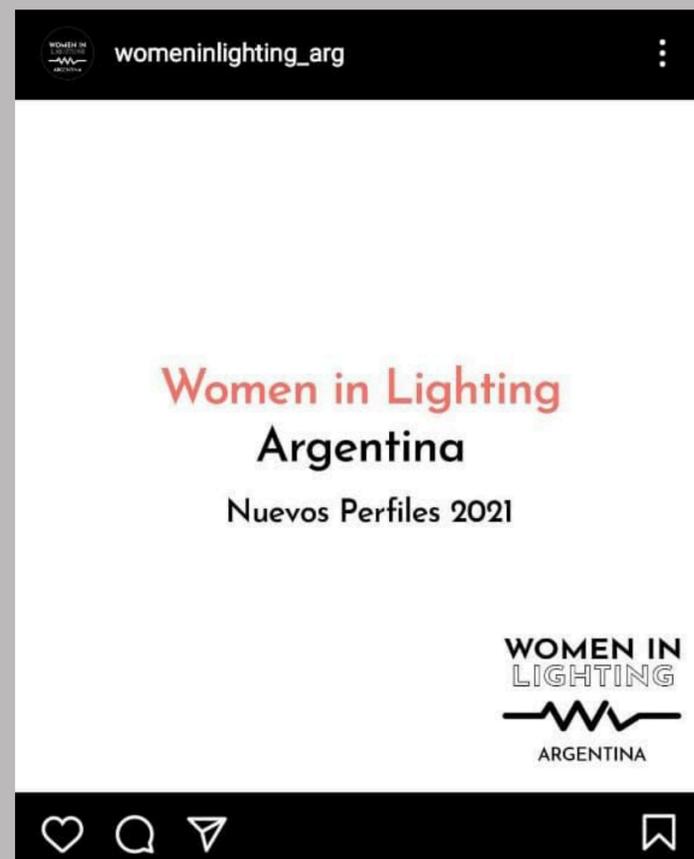
[#light](#) [#luz](#)

[#architecturallight](#)

[#iluminacionarquitectonica](#)

[#lightinginspiration](#)

[#iluminacioneinspiracion](#)

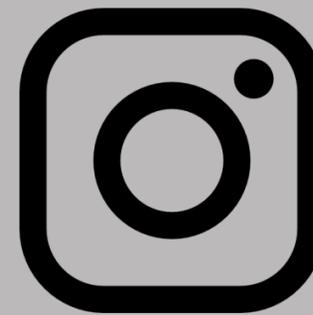


A good post example from Women in Lighting Argentina.

1. Post caption in Spanish
2. Post caption translated in English
3. Active credits **@womeninlighting** and the team (missing **@lightcollective**)
4. Project's Hashtags

GUIDELINES

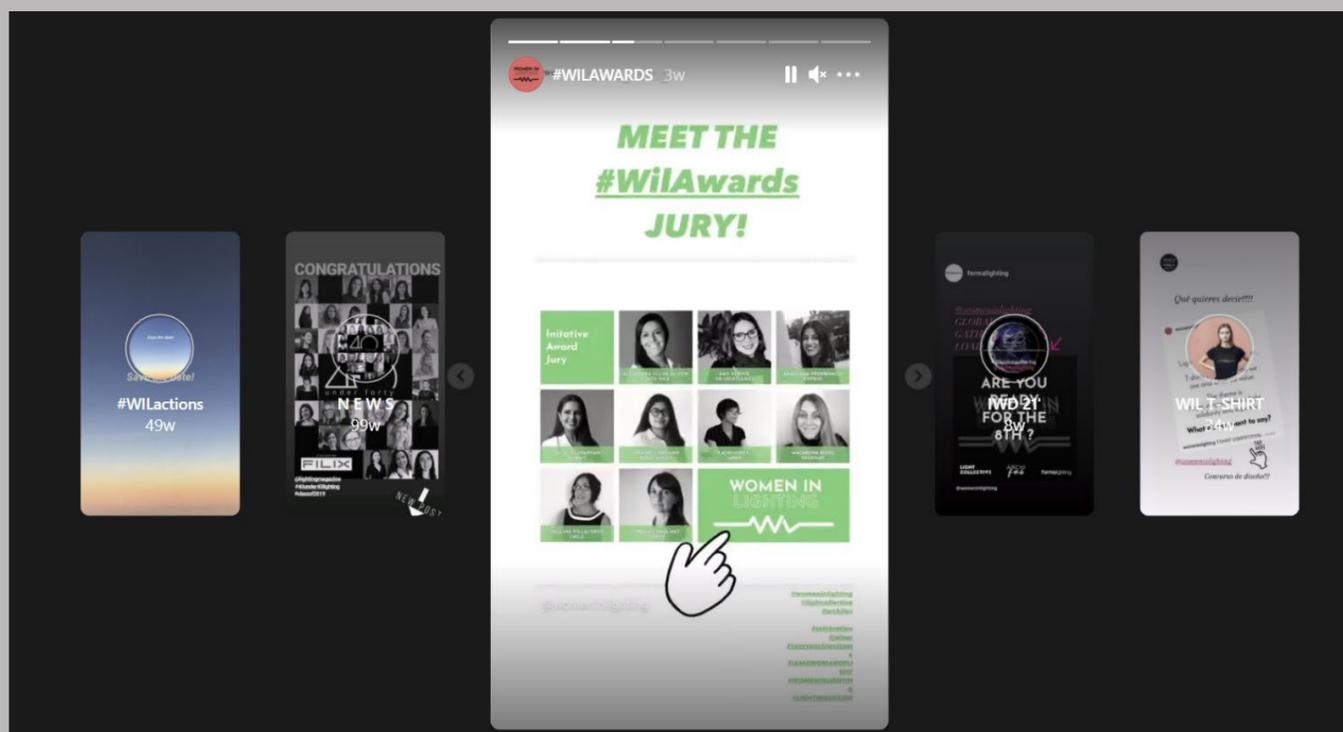
INSTAGRAM ACCOUNT



7) STORIES:

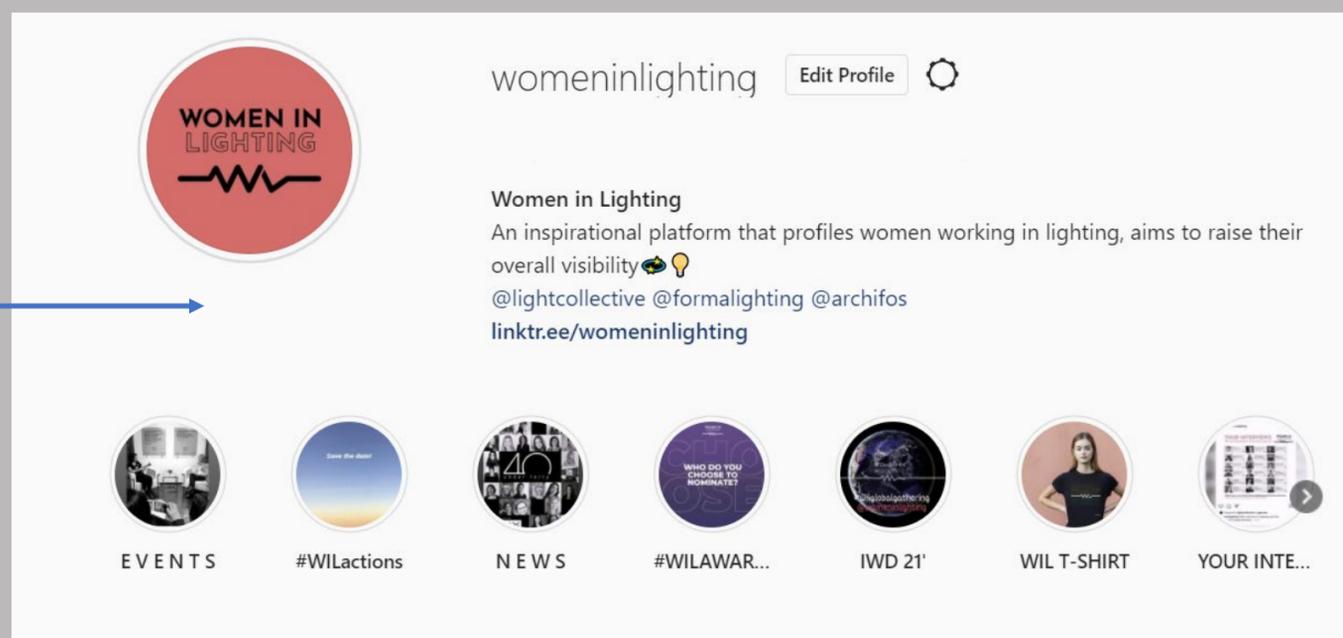
On stories, always tag **@womeninlighting** so we can re-share your content and drive more engagement to your pages. If it is not an active link we are not going to re-share your content.

*****Please note here that depending on the season and the schedule of the communicated content from the main account, as well as the relevance of the stories, **some of your stories might not be re-shared.** Please always tag us to be able to re-share whenever we can.



Did you know that you can save your stories on the “HIGHLIGHTS”?

The stories are visible only for 24 hours but you can select your favorite ones and save them under a specific category and name.





womeninlighting_sweden
Women in Lighting Sweden
Good example



womeninlighting_italy
Women In Lighting ITALY

To update the name/ Women in Lighting Italy



womeninlighting_ireland
Women In Lighting Ireland

To update the profile photo / Make IRELAND bigger



womeninlighting_russia
Women in Lighting Russia
Good example



womeninlighting_pakistan
Women in Lighting | Pakistan
Good example



womeninlighting_portugal
Women in Lighting Portugal
Good example



womeninlighting_brasil
Women in Lighting Brasil

To update the profile photo / Move BRASIL below the WIL logo



womeninlighting_iran
Women In Lighting Iran
Good example



womeninlighting_australia
Women In Lighting AU

To update the name/ Women in Lighting Australia



womeninlighting_arg
Women in Lighting Argentina

To update the username/ @womeninlighting_argentina



womeninlighting_mexico
Women in lighting México
Good example



womeninlighting_mea
W.I.L_MEA

To update the name/ Women in Lighting MEA



womeninlighting_jordan
Women in Lighting Jordan 🇯🇴

To update the profile photo / make the WIL logo + JORDAN bigger



womeninlighting_lebanon

New page. Add Name, Add profile photo



NOTES for existing accounts

INSTAGRAM

(LAST UPDATED 14.04.21)

USERNAME	LINK
@womeninlighting	https://www.instagram.com/womeninlighting/
@womeninlighting_arg	https://www.instagram.com/womeninlighting_arg/
@womeninlighting_australia	https://www.instagram.com/womeninlighting_australia/
@womeninlighting_brasil	https://www.instagram.com/womeninlighting_brasil/
@womeninlighting_india	https://www.instagram.com/womeninlighting_india/
@womeninlighting_iran	https://www.instagram.com/womeninlighting_iran/
@womeninlighting_ireland	https://www.instagram.com/womeninlighting_ireland/
@womeninlighting_italy	https://www.instagram.com/womeninlighting_italy/
@womeninlighting_jordan	https://www.instagram.com/womeninlighting_jordan/
@womeninlighting_lebanon	https://www.instagram.com/womeninlighting_lebanon/
@womeninlighting_mexico	https://www.instagram.com/womeninlighting_mexico/
@womeninlighting_mea	https://www.instagram.com/womeninlighting_mea/
@womeninlighting_pakistan	https://www.instagram.com/womeninlighting_pakistan/
@womeninlighting_portugal	https://www.instagram.com/womeninlighting_portugal/
@womeninlighting_russia	https://www.instagram.com/womeninlighting_russia/
@womeninlighting_sweden	https://www.instagram.com/womeninlighting_sweden/

GUIDELINES

FACEBOOK ACCOUNT



- **A FACEBOOK PAGE OR A FACEBOOK GROUP?**

In general, a page is a public profile that allows companies and brands to introduce their services and activities. A group is a community-based feature that gathers people with the same interests to discuss topics and share their opinions.

PROFILE DETAIL RULES

A_FACEBOOK PAGE

- 1)**USERNAME:** @Womeninlightingyourcountry
- 2)**NAME:** Women in Lighting Xxxxxx
- 3)**PROFIL PHOTO:** The background can only be the Black or the White version. Add with **big capital letters** the NAME OF YOUR COUNTRY **below** the WIL logo.
- 4)**PAGE CATEGORY:** Select COMMUNITY
- 5)**ADDITIONAL CONTACT INFO:** hello@womeninlighting.com or your email as ambassador | website: www.womeninlighting.com

B_FACEBOOK GROUP

- 1)**NAME:** Women in Lighting Xxxxxx
- 2)**COVER PHOTO.** Free but is recommended to use the Women in Lighting logo with the name of the country below.
Good Facebook group cover page example>



WOMEN IN LIGHTING FACEBOOK PAGES



MAIN ACCOUNT



Women In Lighting
@womeninlighting · Community

NOTES for existing accounts



German-Womeninlighting
@womeninlightinggermany · Community

- 1) To update the name:
Women in Lighting Germany
- 2) To update the photo:
Add GERMANY below the WIL logo



Icelandic Women In Lighting
@icelandicwomeninlighting · Community

- 1) To update the name:
Women in Lighting Iceland
- 2) To update the photo:
Add Iceland below the WIL logo
- 3) To update the username:
@womeninlightingiceland



Women in Lighting ITALY
@womeninlightingITALY · Community

- 1) To update the name:
Women in Lighting Italy



Women in Lighting Pakistan
Community



Women in Lighting - Portugal
@womeninlightingportugal · Design & fashion

- 1) To update the name:
Women in Lighting Portugal
- 2) To update the page category:
From ~~Design & Fashion~~ to Community



Women in Lighting Russia
@womeninlightingrussia · Social club

- 1) To update the page category:
From ~~Social Club~~ to Community



Women in lighting India
@WomeninlightingIndia · Community

WOMEN IN LIGHTING FACEBOOK GROUPS



NOTES for existing accounts



Women in Lighting - Cyprus

Public group · 237 members

1) To update the name:
Women in Lighting Cyprus



Mexican Women In Lighting

Public group · 305 members

1) To update the name:
Women in Lighting Mexico



Women in Lighting Sydney

Public group · 66 members

WOMEN IN LIGHTING



Women in Lighting - MEA

Public group · 73 members

1) To update the name:
Women in Lighting MEA

GUIDELINES

LINKEDIN GROUP



You are allowed to create **LinkedIn groups for your individual communities** but not LinkedIn Pages as those pages are “company pages” and we have chosen to not have a main Women in Lighting Profile on LinkedIn.

Instead, we do have a Women in Lighting LinkedIn group that you are all very welcome to comment more actively, share your community activities, and engage with the content presented there.

PROFILE DETAIL RULES

1) NAME: Women in Lighting in XXX (Country)

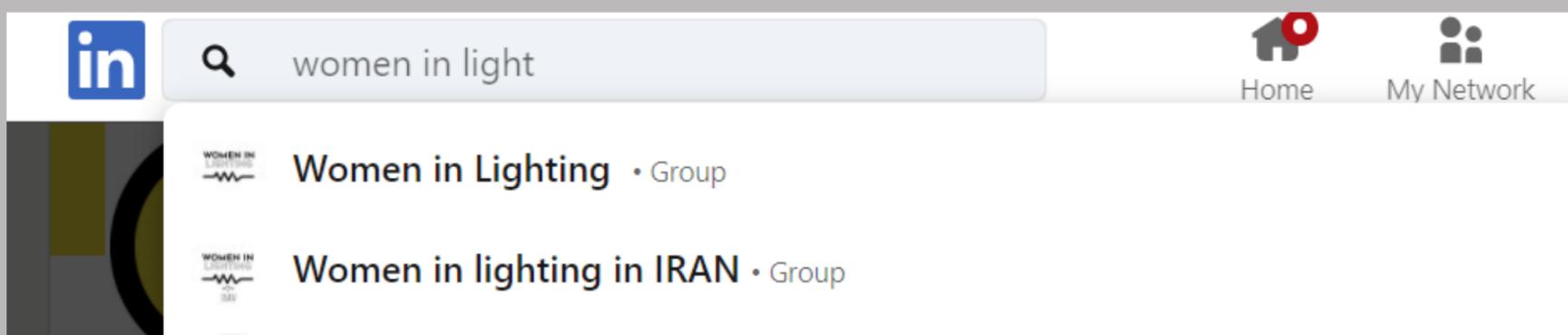
2) PROFILE PHOTO: The background can only be the White version. Add with **big capital letters** the NAME OF YOUR COUNTRY **below** the WIL logo. See example.



3) ABOUT THIS GROUP DESCRIPTION

Welcome to the Women in Lighting in XXXX group.

WOMEN IN LIGHTING is an inspirational digital platform that profiles women working in the field of lighting design. It aims to promote their passion and achievements, narrate their career path and goals, celebrate their work and therefore help elevate their profile in the lighting community. This group is a sub-group of @womeninlighting by @lightcollective with the support of @formalighting and @archifos. The main aim of this group is to increase the cooperation between female lighting designers in XX(your country) and to empower them to work together, inspire and get inspired. Please add any women who are working with lighting in XXX (your country), xxxxxxxxxx your call to action xxxxxxxxxx.





**Thank you all for
your attention,
contribution and
passion to support
the global Women
in Lighting Initiative
and create your local
communities.**

Document created by the Women in Lighting Social Media Specialist Katia Kolovea of Archifos. If you have questions and need help email >katia@womeninlighting.com