



Plan International Canada Social Media Collaboration Guidelines

Hi there! Thanks for collaborating with Plan International Canada and supporting children's rights and equality for girls worldwide. Please keep the following guidelines in mind when creating your content.

Language and Tone



Do

- Use language that shows girls and young people as active leaders and decision-makers.
- Focus on what's possible when girls have access and opportunity.
- Use plain, accessible language that feels natural when spoken.
- Emphasize partnership and solidarity, not charity.



Don't

- Don't portray girls or communities as passive, helpless, vulnerable, or waiting to be saved.
- Avoid words like "saving," "giving voice," "beneficiaries," "they need/should/deserve."
- Don't frame Plan or supporters as the hero.
- Do not use profanity.
- Do not mention politics.
- Don't make generalizations about countries or communities.

Filming Specifications

- **Portrait Vertical (9:16):** (not landscape!)
- **Length:** 30–60 seconds
- **Audio:** Clear voice, minimal background noise
- **Lighting:** Make sure your area is well lit and that viewers can clearly see your face or intended focal point.
- **Music:** If adding music, please use instrumentals with no lyrics
- **Captions:** Include on-screen captions for accessibility. See below for more info.

Visual & Creative Guidelines

- If you'd like to add videos of children or girls from Plan programs, please let us know and we'd be happy to provide them.
- When using our logo:
 - The logo should be clear and unobstructed.
 - Do not re-colour, stretch, crop, or animate the logo.

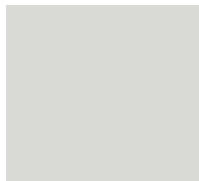
**Only use
official Plan
Canada assets
provided by the
team, not videos
found online.**

Color Guide

PRIMARY COLOUR:



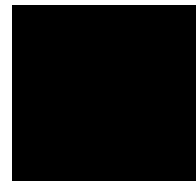
NEUTRAL SUPPORTING COLOURS



Light Grey
#D9D9D6



White
#FFFFFF



Black
#000000

SECONDARY COLOURS:



ACCENT COLOURS:



Yellow
#FFD500



Purple
#7C51A1



Green
#8AC208



Magenta
#DC0080

Accessibility & Colour Contrast

Where possible, please include alt text for photos/videos.

All video with audio **MUST** be captioned. The exact execution is up to you as long as there is sufficient contrast between the text and the background. We recommend white text in a translucent dark-coloured box.

We also recommend 4–10 words on screen at a time for maximum readability.

Similarly, any other onscreen text should also maintain sufficient contrast between text and background. Here are some examples below:



Need Support?

If you have questions or need help setting up your fundraiser, please reach out to the Plan International Canada social team:

Wajiha Suboor – wsuboor@plancanada.ca