

# #Wednesday Without Us

## THEMES

**SIMPLE**

**SCRATCH THE SURFACE**

**SPOTLIGHT**

**PEEL BACK A MOMENT**

**BEHIND THE DOOR**

**1**

**TAKE YOUR  
PICTURE**

**2**

**SELECT  
A THEME**

**3**

**PAIR YOUR  
IMAGE WITH  
A FRAME**

**4**

**ADD A FEW  
WORDS & TAG  
A GROUP**

**5**

**POST TO YOUR  
SOCIALS**

# #Wednesday Without Us

**Every Wednesday across Somerset, people find connection, support and a place to belong. Despite this vital preventative work, nearly two thirds of Somerset's VCFSE organisations have six months or less of financial reserves.**

On Wednesday 17 June 2026, we're joining organisations across the county to launch **#WednesdayWithoutUs**, a campaign inviting groups to share what they do and what would be missing without them.

Together, these moments show that community matters. It's not a nice-to-have, it's essential, irreplaceable, and needs support to continue.

This guide to the visuals of the campaign will give you examples of the kinds of posts you can create and share. Templates for these designs can be found on Canva here: <https://canva.link/3e3vfw0mpph055y>

Join us by sharing your story, posting on Wednesdays, and using **#WednesdayWithoutUs**.

Find out more: <https://www.sparksomerset.org.uk/wednesdaywithoutus/>

# #WednesdayWithoutUs SIMPLE



Example post



Square (1:1), 1080 × 1080 px  
For Instagram feed, Facebook, LinkedIn, and X.



Landscape (16:9) 1920 × 1080 px  
This is the standard widescreen format and works across most platforms.



Portrait (4:5) 1080 × 1350 px  
This is the best-performing size for Instagram feed posts and also works on Facebook.



Portrait (9:16) 1080 × 1920 px  
TikTok



4:3 Ratio (Landscape) 1600 × 1200 px  
For Facebook groups, LinkedIn posts, Mailchimp newsletters, website banners

# #WednesdayWithoutUs SCRATCH THE SURFACE



Example post



Square (1:1), 1080 × 1080 px  
For Instagram feed, Facebook, LinkedIn, and X.



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# #WednesdayWithoutUs SPOTLIGHT



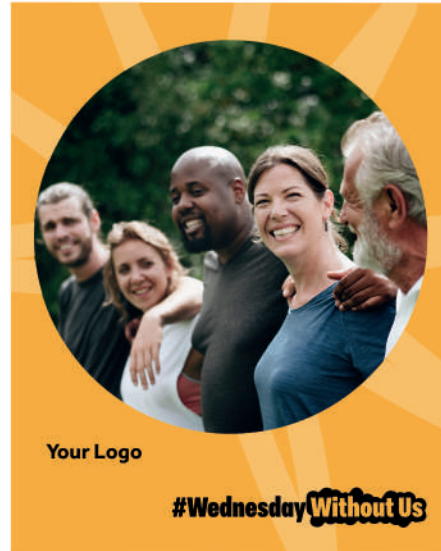
Example post



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# #WednesdayWithoutUs PEEL BACK A MOMENT



Example post



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For Facebook groups, LinkedIn posts, Mailchimp newsletters, website banners

# #WednesdayWithoutUs BEHIND THE DOOR



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TikTok



4:3 Ratio (Landscape) 1600 × 1200 px  
For Facebook groups, LinkedIn posts, Mailchimp newsletters, website banners

Example post

# #Wednesday **Without Us**

**Logo Font**

**Peridot PE Variable - Condensed Heavy**

**Bright Yellow**

**R249 G178 B51**

**#f9b233**

**75%**

**R0 G0 B0**

**#000000**

**Black**

**R0 G0 B0**

**#000000**



Add your logo, image and a few words to post with it.