



12 SOCIAL POST TEMPLATES

Promote ACS through your social channels

We've created these posts to make it easy for you to promote your membership of the Approved Code Scheme (ACS) and your role as a Code Sponsor.

You can use them as they are, or adapt them to better suit your organisation's tone, audience, and wider communication goals. Some will be ready to post straight away, while others may work best with a light edit, or reduced copy for X or Bluesky platforms — use them as inspiration.

GETTING STARTED:

- Download these assets for each post
- Aim to share around one post per month
- Use the hashtag #ApprovedCode to build recognition

Consistency is key — regular, visible use will help strengthen awareness and trust over time.

Bluesky - 1200x627px

When customers choose to do business with one of our members, they're choosing:

- Higher standards Accountability
- A clear route to resolution

That's real peace of mind.

X - 1200x675px

Supporting good businesses

Stand out by being a member of the Approved Code Scheme



We back businesses that put fairness and customer redress first

We're proud to be a Code Sponsor of the Approved Code Scheme (ACS), backed by Chartered Trading Standards.

ACS - The mark of a business you can trust

LinkedIn, Instagram, Bluesky and Facebook - 1080x1080px

Facebook and Instagram - 1080x1350px

What makes ACS different

The ACS is the UK's only sector-wide code framework independently audited by Chartered Trading Standards.

- ✓ real oversight
- ✓ real accountability
- ✓ real standards
- ✗ not just a badge
- ✗ not just reviews

It's how we ensure our members deliver consistently for their customers.

> Post 1

We back businesses that put fairness and customer redress first

We're proud to be a Code Sponsor of the Approved Code Scheme (ACS), backed by Chartered Trading Standards.

Our Code of Practice meets independently approved standards — and the businesses we represent commit to going beyond basic legal requirements.

For our members, it's a mark of credibility.

For their customers, it's a sign they're dealing with a business they can trust.

**#ApprovedCode #TrustedBusiness
#ConsumerConfidence #Standards**

[Download assets](#)

> Post 2

What makes ACS different

Not all standards schemes are created equal and this is why we signed up to The Approved Code Scheme (ACS).

The ACS is the UK's only sector-wide code framework independently audited by Chartered Trading Standards.

That means real oversight, real accountability, and real standards — not just a badge and not just reviews.

It's how we ensure our members deliver consistently for their customers.

#Trust #StandardsMatter #ApprovedCode

> Post 3

Raising standards

Raising standards isn't a slogan — it's a commitment.

[Insert your organisation's name] are Code Sponsors of The Approved Code Scheme (ACS) Code. The means we and our members have committed above and beyond to higher levels of service, transparency, and accountability.

That benefits:

- ✔ Customers — better experiences
- ✔ Businesses — stronger reputations
- ✔ The sector — higher overall trust

Better standards benefit everyone

**#ApprovedCode #RaisingStandards
#CustomerFirst #BusinessGrowth**

> Post 4

Resolve Complaints Fairly

Even the best businesses can get things wrong — what matters is how it's handled.

That's why our [insert name of your code] follows the Approved Code Scheme (ACS) which stipulates all customers of an ACS approved business must have access to free, independent Alternative Dispute Resolution (ADR) if required.

For customers, that means:

- ✔ A fair process
- ✔ No costly legal action
- ✔ Confidence that issues will be resolved

It's protection that goes beyond expectations.

**#ApprovedCode #ConsumerProtection
#ADR #CustomerCare**

> Post 5

Sector example (template)

What does being part of the Approved Code Scheme (ACS) look like in practice?

In the [INSERT SECTOR], trust is critical — customers are often making [adapt as appropriate: high-value, high-impact decisions at a time they are most vulnerable].

Through our ACS-approved Code:

- ✔ Members commit to higher standards
- ✔ Customers have clear protections
- ✔ Issues can be resolved through ADR

[INSERT SHORT CASE STUDY OR EXAMPLE]

It's how we turn standards into real-world outcomes that matter.

#ApprovedCode #CaseStudy #SectorStandards #TrustInAction

> Post 6

Why trust matters

Consumers don't just buy products — they buy confidence.

With so many choices (and risks), knowing who to trust isn't always easy.

That's where the Approved Code Scheme (ACS) makes a difference.

When customers choose to do business with a member of [Organisation name], they're choosing:

- ✔ Higher standards
- ✔ Accountability
- ✔ A clear route to resolution

That's real peace of mind.

#ApprovedCode #CustomerTrust #Confidence #ACS

> Post 7

Supporting good businesses

Good businesses deserve to stand out.

By being part of an ACS-approved Code, our members demonstrate they are committed to doing things the right way.

It's not just about compliance — it's about leadership.

And it helps customers recognise businesses that go further.

#ApprovedCode #GoodBusiness #Leadership #Standards

> Post 8

Reducing risk for customers

Choosing [insert sector-specific copy e.g a removals company / the right care home / who to manage your will] can feel like a risk.

Our role within the [insert sector] is to reduce that risk, and we have demonstrated our commitment to the sector by becoming a Code Sponsor of the Approved Code Scheme (ACS), backed by Chartered Trading Standards.

Through higher standards and access to ADR, we help ensure customers:

- ✔ Know what to expect
- ✔ Are treated fairly
- ✔ Have somewhere to turn if needed

Find out more here: <https://approvedcode.tradingstandards.uk/>.

#ApprovedCode #ConsumerConfidence #Fairness #Trust

> Post 9

Independent oversight

Trust needs to be earned — and verified.

That's why we are Code Sponsors of the Approved Code Scheme (ACS). Our code(s) are overseen and audited by Chartered Trading Standards Practitioners.

Ensuring our Code — and our members — are held to account is of the utmost importance. Because standards only matter if they're upheld.

Enquire about joining our membership today
[insert URL]

#ApprovedCode #Accountability
#Governance #Standards

> Post 10

Long-standing, proven framework

The Approved Code Scheme (ACS) isn't new — it's proven.

Established in 2001, it's the UK's longest-running consumer code framework, covering over 40,000 businesses and we are proud to be supporting the Code as Code Sponsors.

Together, we are raising standards and protecting consumers works — at scale.

Find out more here: <https://approvedcode.tradingstandards.uk/>.

#ApprovedCode #Proven #TrackRecord
#ConsumerProtection

> Post 11

The bigger picture

Raising standards doesn't just help individual customers — it strengthens entire markets.

By promoting our ACS-approved Code, we're helping to:

- ✓ Build trust across our sector
- ✓ Support responsible businesses
- ✓ Reduce the impact of rogue traders

It's a better environment for everyone.

#BetterMarkets #Trust
#Standards #Leadership
#Standards

> Post 12

ACS - the mark of a business you can trust

When you're choosing a business, look for the signs that they're committed to doing things properly.

Membership of [Organisation name] means businesses follow an Approved Code Scheme (ACS) Code, backed by Chartered Trading Standards.

- ✓ Higher standards
- ✓ Independent oversight
- ✓ Access to free ADR

That's why the ACS logo is the mark of businesses you can trust. Find out more about membership with [insert organisation name] here: [insert URL to your membership page or relevant].

#ChooseTrusted #ACS #ConsumerConfidence

