

Social Media and Communications Toolkit for Rise Connect Members

rise

Created by

 BARCLAYS



Rise Connect Logos & Brand Guidelines

Rise Member logo



Purpose of this Toolkit

This document is for use only by official members/mentors of Rise* and their nominated agencies.

It outlines the use of the Rise Member brand on your own digital communication channels and on the Rise Connect Closed Group LinkedIn page.

This logo has been designed specifically for digital use, and can be used on the following channels on a 12-month rolling basis:

- Your business and personal **websites**
- Your business and personal **social media channels**
- Your business **online presentations**
- Your business and **personal email signatures**

Any other use of the logo, such as for events and any media/PR opportunities is not permitted.

Logo Access and Guidelines

Access Rise Connect Logos

To access the logo pack, please contact the Rise team at risemembership@barclays.com, who shall then send the logo pack to you via email.

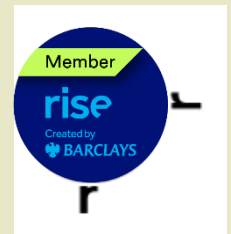
On a periodic basis, the Rise team shall be in touch to ensure that the logo is being used correctly, guidelines are being followed, and to confirm your status as a current Rise Member/Mentor.

Do's and Don't for Rise Connect Logos

Do's

Member/Mentor logo should never be reproduced below these minimum sizes.

The exclusion zone represents the minimum clear space between the logo and adjacent elements. The height of the 'r' in the Rise wordmark is a space minimum, and should be increased where possible.



Don't

Member/Mentor logo should never be stretched.

Do not alter the colors of the logo in any way.



Rise Suggested Posts on Social Channels



Your Company Name
5,600 Followers
Just Now

I'm excited to be a member of @RiseConnect where founders come together to collaborate with a global community of Fintech innovators.

Find out more at rise.barclays



Your Company Name
5,600 Followers
Just Now

I am so happy to be a member of the @RiseConnect network. I am looking forward to networking with my peers, other founders and their leadership teams.

Find out more at rise.barclays



Your Company Name
5,600 Followers
Just Now

I just joined @RiseConnect and so did my leadership team! Now we are connected to FinTech talent from all over the world that is helping to transform the Financial Services Industry.

Find out more at rise.barclays



Your Company Name
5,600 Followers
Just Now

I am delighted to become a member of @RiseConnect, a community that provides peer-to-peer networking opportunities to Fintech founders and access to a hand-picked set of mentors to help my company grow.

Find out more at rise.barclays

Rise Connect LinkedIn Group

The Rise Connect LinkedIn Group

You will be on boarded to the Rise Connect LinkedIn Group.



This is a forum where you can do peer-to-peer networking, share your expertise, stay informed for events and access exclusive content.

Conversation Starters

I am interested in hearing from company founders that have recently (insert topic for discussion – e.g. raised their first seed round, etc.)

Start a new topic for discussion

Recently, our company hired a mentor to help us (insert name of activity that consultant performed – e.g. scale up our marketing) and we found (share insights).

Sharing expertise

Our company is very early stage and we are about to participate in demo day. Are there any insights or tips you can share?

Preparing for Demo Day

More Topics and Conversation Starters

How has your company found the right mentor to guide the company through the scale up of the marketing function? Any insights that you can share would be helpful.

Finding the right mentor

What criteria should be used to identify high quality investors? I am wondering who can facilitate introductions to these investors.

Closing deals with quality investors

What channels are you leveraging to find skilled technology talent? And are there any particular sources of talent for technology you can recommend?

Finding talent

How has your company navigated cross-border regulatory requirements? I would be curious to know if you can suggest any reading materials to learn more about this subject.

Regulatory environment (cross-border)

Where can I learn more about key tactics for finding decisions makers in big corporations?

Meeting decision makers in highly-matrixed corporate structures

Connect with us online

LinkedIn (Closed Group)

<https://www.linkedin.com/groups/12585759/>

Rise, created by Barclays website

<https://rise.barclays/>



<https://twitter.com/ThinkRiseGlobal>



<https://www.linkedin.com/company/10878208/>



<https://www.youtube.com/c/RiseGlobalTV/>



<https://vimeo.com/thinkrise>



[Bit.ly Rise_iTunes](#)



[Bit.ly Rise_Soundcloud](#)