

Social media toolkit 2026



The 25th anniversary UK Pro Bono Week is an unmissable opportunity to highlight your contribution to pro bono legal advice and representation.

Taking place from Monday 2nd to Friday 6th November 2026, this year's theme is: **"Celebrate a tradition. Inspire action. Shape the future."**

In addition to the theme, there are **three sub-topics**:

1. Celebrate the legal profession's long tradition of pro bono, and reflect on 25 years of sector progress in supporting access to justice.
2. Inspire lawyers to action pro bono going forward, by showcasing both how pro bono impacts lives and has professional benefits.
3. Discuss how pro bono should be delivered over the next 25 years to address unmet needs in a changing legal landscape.

This toolkit contains a broad range of ideas and resources to help you with your communications in the lead-up to and during Pro Bono Week.

You can, of course, find more information at probonoweb.org.uk. If you're arranging an online or in-person event, see our [event planning page](#).

Please also make sure you stay up to date by following the official UK Pro Bono Week accounts on [LinkedIn](#), [Instagram](#) and [Bluesky](#).

If you have any questions, contact the NPBC's Senior Communications Officer, Connor Beaton, on cbeaton@nationalprobonocentre.org.uk.

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General tips and resources

- 💡 We encourage you to post about UK Pro Bono Week across all of your social media channels, e.g. LinkedIn, Facebook, Instagram, X, Threads, Bluesky, YouTube, as well as to your website or blog.
- 💡 This year's [theme and sub-topics](#) are a useful source of inspiration for your content. Why not do a post about each sub-topic?
- 💡 Cross-brand your graphics or videos with our [special 25th anniversary logo](#), which is handily available in two different colour schemes for use on light and dark backgrounds.
- 💡 Where appropriate, use our official hashtags [#ProBonoWeek](#) and [#WeDoProBono](#) – and try to keep an eye on them throughout the week for an idea of what others are posting!
- 💡 Entirely optionally, you can use our [ready-made social media template images](#) as a starting point for your posts.
- 💡 Also consider cross-branding your graphics or videos with the logos of your partner organisations (seeking permission as appropriate).
- 💡 Consider including quotes from volunteers in your graphics or videos – especially to showcase the professional benefits of pro bono.
- 💡 Don't be afraid to reach out and encourage others in your wider network to comment, repost and share your content.
- 💡 When posting to Instagram, we recommend [collaborative posting](#) to increase your reach. Send collaboration requests to organisations you work with as well as the official UK Pro Bono Week account.
- 💡 Across all social media platforms, tag or mention our official accounts and we'll share your posts to our own followers.
- 💡 When posting across different platforms, try to keep in mind their different audiences. Student-themed content does particularly well on Instagram, while LinkedIn is the place for professionals. Bluesky is popular with the third sector and legal academics.

Ideas for legal professionals

Post a message or graphic explaining your organisation's **pro bono commitment**. Link to the pro bono/CSR page on your site, or your latest social impact/responsible business report.

Post a graphic **spotlighting a lawyer** with a quote explaining what pro bono means to them.

Post a short **YouTube video** featuring a lawyer or lawyers explaining how pro bono helps clients and benefits them (e.g. as part of their career journey).

Celebrate your team's commitment to pro bono by posting a **group photo** with the hashtag **#WeDoProBono**.

If you have any, highlight your organisation's **key stats** on pro bono in a social media graphic, such as total or average hours spent on pro bono projects.

Celebrate the **completion of a pro bono target** (e.g. Advocate's 25 hours pledge) or joining a scheme (e.g. the Chambers Framework).

Showcase a **pro bono project or partnership** you support. Link to their website or cross-brand your content with their logo.

Create a **Pro Bono Week** page on your website to celebrate your firm's/colleagues' pro bono efforts. Post on your site's news section or social media.

Post photos of lawyer(s) holding the **#IDoProBono poster**.

To support recruitment, post an article, graphic or video highlighting how your trainees can get involved in pro bono.

Post a **client case study** (e.g. social media graphic, article or video) quoting how pro bono helped them. Make sure to either anonymise and omit confidential info, or obtain client consent!

Write an article or **blog post** about the importance of pro bono for your website, newsletter or LinkedIn page – or offer it to an external magazine or newsletter.

Ideas for charities and pro bono projects

It's Pro Bono Week, so post to **celebrate and thank your volunteer lawyers!**

Post a graphic **spotlighting a lawyer or law student** with a quote explaining why they volunteer with your charity.

Post a short **YouTube video** about your charity or pro bono project.

Post a client case study quoting how your charity was able to help them with pro bono support.

Encourage new lawyers to **sign up to volunteer** with your pro bono project or charity. Include a sign-up link or contact info.

Make sure to either anonymise and omit confidential info, or obtain client consent!

If you have any, highlight your organisation's **key stats** on pro bono in a social media graphic, e.g. number of clients supported.

Showcase one of your **pro bono projects or partnerships** that involves legal volunteers, a law firm or chambers. Tag them or link to their website.

Ideas for law schools

It's Pro Bono Week, so post to **celebrate and thank your volunteer law students!**

Post a video from your clinic coordinator or other academic explaining what pro bono and other **volunteering opportunities** are available for law students.

Showcase your law students in a social media graphic. Include direct quotes from them talking about why they volunteer with a legal clinic at your law school.

Post a **client case study** from your clinic. Make sure to either anonymise and omit confidential info, or obtain client consent!

Help promote Pro Bono Week to everyone

As well as sharing your own content about pro bono, we would be grateful for your support in spreading the word about UK Pro Bono Week.

Below are some suggested posts you can use on social media channels.

In advance of Pro Bono Week

- 💡 [#ProBonoWeek](#) is celebrating its 25th anniversary from 2-6 November – how will you be getting involved? There are events for everyone: probonoweek.org.uk [#WeDoProBono](#)
- 💡 What are you planning for [#ProBonoWeek](#)? There are fantastic events taking place through the UK. Find out how to take part or host your own: probonoweek.org.uk [#WeDoProBono](#)
- 💡 Just [X] weeks to go until [#ProBonoWeek](#). Will you be joining us to celebrate lawyers providing free legal help? Find out more and get involved: probonoweek.org.uk

During Pro Bono Week

- 💡 [#ProBonoWeek](#) is here! What are you planning to attend? Events are taking place all week – there's something for everyone: probonoweek.org.uk [#WeDoProBono](#)
- 💡 It's the 25th anniversary [#ProBonoWeek](#) and we'll be posting throughout the week about our volunteer lawyers and how they promote access to justice. [#WeDoProBono](#)
- 💡 Join lawyers and students from across the UK to celebrate legal pro bono with a range of exciting events happening this [#ProBonoWeek](#). Get involved: probonoweek.org.uk [#WeDoProBono](#)

After Pro Bono Week

- 💡 Thank you to all those who supported [#ProBonoWeek](#) events this year. We're so proud to be part of this community and already looking forward to next year! [#WeDoProBono](#)