

## Social Media Messaging Guideline Template

- **What are we trying to sell?**
- **What are the highlights?**
- **What is the Message?**
- **What are our key phrases?**
- **Which hashtags are we trying to make catch on?**
- **Proper ways to acknowledge/link partners**
  - @instadomain
  - FB tags
- **Posting Schedule**
  - 1 to 3 Times across all platforms per day
- **Posting Frequency**
  - Try at 5 hours apart
- **Content Type**
  - Pics
  - Vids
  - Not too Wordy
  - Word always have pic or Vid
- **Content**
  - Any Articles written
  - Artsy Pictures
  - Do not repeat Pics and Tag Lines too often (not in the same month)
  - Pictures of People
    - Staff stays out of the pics, unless pic is taken with “Celeb” for a purpose
    - Make sure there is a good background
      - If it doesn't look like it could go in a magazine, retake it
  - Videos
    - Ok to be in
      - facilitate/ host it
    - Feature event or product
    - Talk sometimes/ Not all the time
    - No more than 30sec (10 sec min)
    - Live videos (1 min to 3min)
    - Boomerangs (4 to 5 a week)
  - Interactive Content
    - Ask questions
    - Ask opinions (keep positive)
    - Polling Ideas
  - Relevant Articles and Meme/Gifs Shares