

YOUR LOGO HERE

## YOU COMPANY NAME: SOCIAL MEDIA GUIDELINES

### HASHTAGS TO USE:

#XXXXX

#XXXXX

*YOUR COMPANY NAME to add additional hashtags as necessary.*

### POST GUIDELINES :

Always use the @XXXXXX handle in your posts on Instagram

Paid bloggers and influencers must accompany each post with one of these hashtags:

#ad, #advertisement, #sponsor #sponsoredpost, #paid (FCC LAW)

Team YOUR COMPANY HERE should only **repost** content that comes directly from @YOUR COMPANY to ensure that the key messages are accurate and to leverage support to the official Laura's Lean Beef page.

### SOCIAL MEDIA TIPS FOLLOW BACK & INTERACT:

This will help grow your overall following and create goodwill within your community.

**KEEP IT SHORT** Keep the characters to a minimum. Twitter limits your messages with its 140 character limit.

**HASHTAG CONVERSATIONS** It allows everyone to join the conversation and provides a distinct way of tracking specific communication.

**CREATE SOCIAL BRAND AWARENESS** Promote your social media handles and hashtags and encourage people to follow and engage with you.

**KEEP YOUR MESSAGE CONSISTENT** If you have tagline or motto; try to incorporate it whenever relevant. It helps build brand identity and allows an audience to quickly identify your brand.

**DO NOT OVERSHARE** Posting too often can turn your audience off. Focus on sharing items that are of value to your community and reflect your brand.

**RESPOND TO FEEDBACK** Make sure you are constantly staying engaged with your community of followers and communicate with them to make them feel connected.

**AVOID POLITICAL OR CONTROVERSIAL TOPICS** Your personal views as an individual do not reflect the views of the organization.

**AVOID COMPARISONS WITH OTHER BRANDS** and do not cite unsubstantiated claims such as:

- Better than brand X
- Healthier than brand X
- More Omega 3 than Brand X
- The most Omega 3 as compared to...