

## SOCIAL MEDIA GUIDELINES

### Where to start:

Always start your postings with Instagram – then use whatever you create to post to other social media networks. Instagram is the King of Social Media content creation, so edit photos on the app. Once posted, you can take the end results and post to other social media sites through Hootsuite if so desired.

### Content Creation:

Templates: [www.placeit.net](http://www.placeit.net)

Login: [nedgington@graniteins.com](mailto:nedgington@graniteins.com)

Password: Falcon777RF!

Use the Templates under the “favorites” section of the website. Try to keep the colors that you choose for each template cohesive with the current Instagram aesthetic. We want to make sure that content flows, and is still trendy/attractive to the eye.

If you go to the “Downloads” section, you will see what has been saved/created so far. You can use these as a basis for your designs by pressing the “make more” button. This will keep the formatting that has already been created, making your job easier if you do not want to start from scratch.

### Colors currently being utilized:

Dark Navy: #10064C

Light Blue (background): #DFEBED

Pale Blue (background): #B3C7FF

Dark Purple: #531342

Light Purple (background): #F4E6EE

Pale Purple (background): #F9D2FF

### Posting Photos:

Do not post photos in a collage format – Instagram has the ability to post upwards of 10 photos at a time. When you are posting, make sure that these are “professional” level photos. This means: lighting is great, color is great, photos are not blurry, people in the photos do not have red eyes, etc.

### Captions:

Try to make captions witty, and make sure every caption ends with the hashtag #teamECOMP

### Tagging:

Make sure to tag @ecompany in the bottom right hand corner of every photo (see past photos for example), and make sure to tag everyone that is associated in the photo.

### Hashtags:

These hashtags have been curated for Insurance purposes, and should drive engagement. Make sure that you post this hashtag string as a COMMENT in every photo that you post. (pending)