

SOCIAL MEDIA PLAN : FORM B

Name (or Company Name, then Name):

For all of the following, replace blue text with your answer. *Then remove all guidelines when you turn in this form.*

Only answers should be visible.

When you place this information in your Brand Book, remember that you should reformat to the correct typographic treatment per your brand. In other words, don't stick blue Times New Roman in your book if it doesn't follow Brand Visual Guidelines.

SOCIAL MEDIA MISSION STATEMENT:

Example (you may reword this or use something similar):

"I (or "We", then continue with plural throughout statement) use social networks to connect with like-minded professionals, inform and inspire my community of leaders, build my personal brand and grow my business. Through social media, I will find like minded designers who see value in our services, promote me to others, and join with me in using social media to spread good news. To accomplish this, I showcase my personal brand online by being authentic and true to my personality, interests and values." (paraphrased from <http://www.american-pixel.com/blog/2012/12/04/mission-possible-what-is-a-social-media-mission-statement/>)

Replace with your answer.

SOCIAL MEDIA PLATFORMS; PROFILE(S) AND VOICE:

- *Note: Avoid making your birthday public on any social media platform.*
- See guidelines for writing a killer bio for [Instagram](#) and [LinkedIn](#) and research on your own. Remember to be consistent! AND SPELL CHECK.
- If you are using any other platforms, please see Prof. Nikki.

LINKEDIN:

All profiles on LinkedIn are public. Enable notifications.

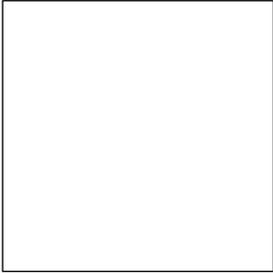
Profile Name:

Replace with your answer.

Your name vs. a company name? If you're not sure, just do a LinkedIn page for yourself now and use your actual real name, referencing your company's website with a link.)

Company:

Replace with your answer or remove.

Profile Image:

Use a high-quality, professional headshot—preferably 400 by 400 pixels—and make the picture visible to everyone. Use a picture of yourself unless approved by Prof. Nikki.)

Background Image:

Choose a high-quality background picture that conveys something meaningful about you, too. The optimal size for your background image should be 1584 by 396 pixels.

Headline or Summary (Bio):

Replace with your answer.

In your headline, describe what you do in under 120 characters. Be original and creative, yet also clear and informative. Include relevant industry keywords. That will make you easier to find when people are searching for professionals in your field.

Address:

Replace with your answer.

City and State only (or find another solution)

Current: (employer, clients, job, etc.):

Replace with your answer. Use bullet points or some other way to organize.

If you have no current employer, client, etc., please speak with Nikki.

Previous (employer, clients, job, etc.):

Replace with your answer. Use bullet points or some other way to organize.

Don't list all your previous jobs—unless they're relevant to your current career goals. Instead, focus on the workplaces and experiences that paint your professional credentials in a positive light.† At this point, it is probably what's on your resumé.

Education:

Replace with your answer.

List what is on your resumé. Remember to avoid listing anything in high school or you won't be taken seriously.

Skills:

Replace with your answer.

Add whatever notable skills, certification or abilities you have, and ask your friends and colleagues to endorse you. Keep in mind: More is not more when it comes to LinkedIn Skills. It's better to list fewer skills (and gain endorsements on those) than to list a wide array of unendorsed skills.

Other information listed:

Replace with your answer or remove.

Tone/Voice:

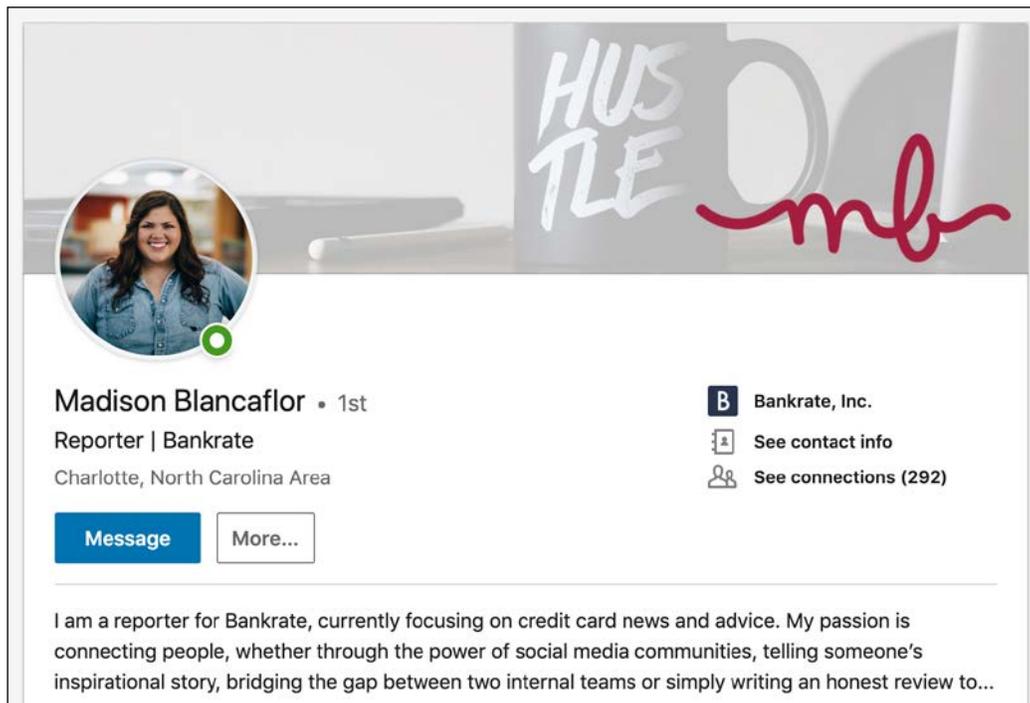
Replace with your answer. It should fall in line with your brand and the platform.

FINAL PROFILE:

URL of LinkedIn Profile page. Be sure it's the page that contains your entire profile! For example, the screen shot below is the top of this page: <https://www.linkedin.com/in/mblancaflor/>.

Replace this screen shot with the top of your completed LinkedIn profile. Adjust box dimensions if necessary.

Note: this box is embedded in the text box.



Remove any unused pages. Remove this text while you're at it.

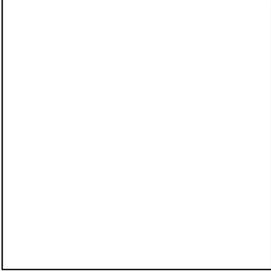
INSTAGRAM:

BE SURE YOUR PROFILE IS PUBLIC. If you choose to create a Business Instagram page, this is the default. A personal page must be set to public. Also enable notifications.

Profile Name:

Replace with your answer.

This is likely your company name instead of your personal name. If you believe you will obtain more followers by being a person and not an entity, please explain after you list your answer.

Profile Image:

This is likely your full logo or your logomark. If you decide to be a person representing your company, it should be an image of yourself.

Bio:

Replace with your answer.

You have a max of 150 characters: Use them to let people know what you're about and give them a reason to follow you. Include who you are and what you do, and be sure to add a hint of personality. Also include the URL of your website.

Other information listed:

Replace with your answer or remove.

Tone/Voice:

Replace with your answer. It should fall in line with your brand and the platform.

FINAL PROFILE:

URL of Instagram Profile page. Be sure it's the page that looks like the one below and not your timeline. For example, the screen shot below is the top of this page: <https://www.instagram.com/hatchshowprint/?hl=en>.

Replace this screen shot with the top of your completed LinkedIn profile. Adjust box dimensions if necessary.

Note: this box is embedded in the text box.



