

INSTAGRAM MONTHLY BRAND GUIDE

**Example*

STEP 1: Define Your Monthly Instagram Goals

#1. Increase followers by 15% #2. Post nine times #3. Increase engagement by 20%

STEP 2: Set Brand Guidelines

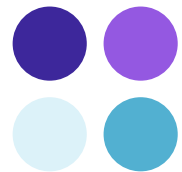
Approved Hashtags:

#SocialBank
#CommunityBanking
#SocialAssurance

Three Rules When Posting:

#1. For every three photos, post one video.
#2. Videos must have a set cover photo.
#3. Every photo must have a logo in bottom right corner.

Color Palette



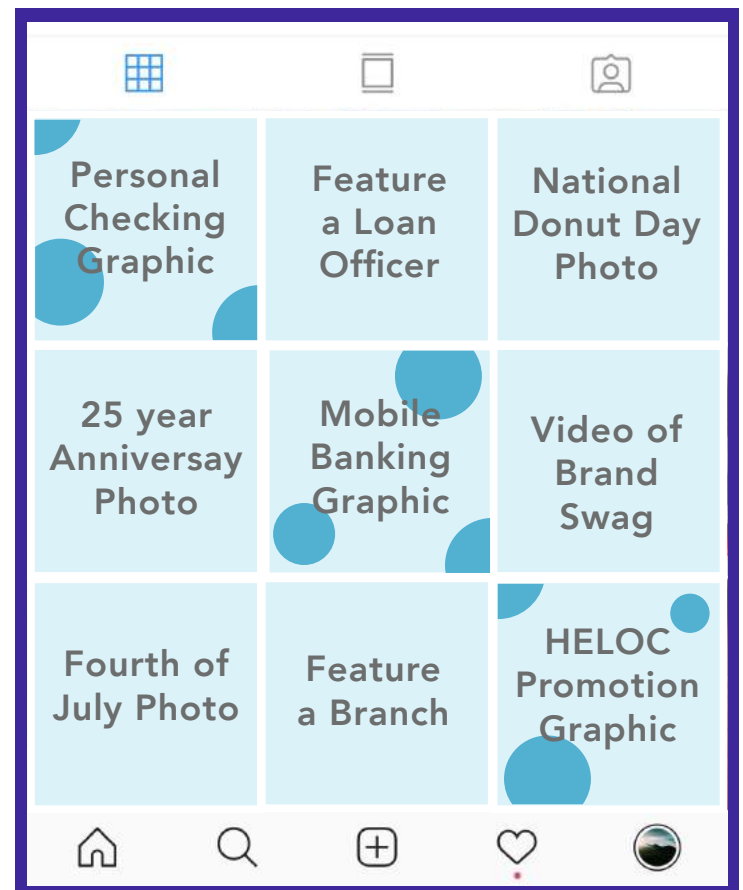
STEP 3: Plan One Month Out

Photo and Post Ideas:

- Branch and Community Photos
- Shirts, Hoodies, Stickers and Swag
- Employee Centered Photo
- Graphics: Personal Checking, Loan Service, Mobile Banking or Business Checking.

Holidays or Promotions This Month:

- Fourth of July
- 25 Year Anniversary
- National Donut Day
- Open a checking account and get a free gift promotion.
- Home Equity Line of Credit Promotion



Plan your page one month at a time. Each post is a smaller part of a larger whole.

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STEP 1: Define Your Monthly Instagram Goals

#1. _____ #2. _____ #3. _____

STEP 2: Set Brand Guidelines

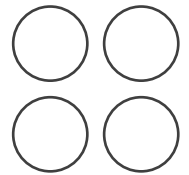
Approved Hashtags:

#

Three Rules When Posting:

#1.
#2.
#3.

Color Palette



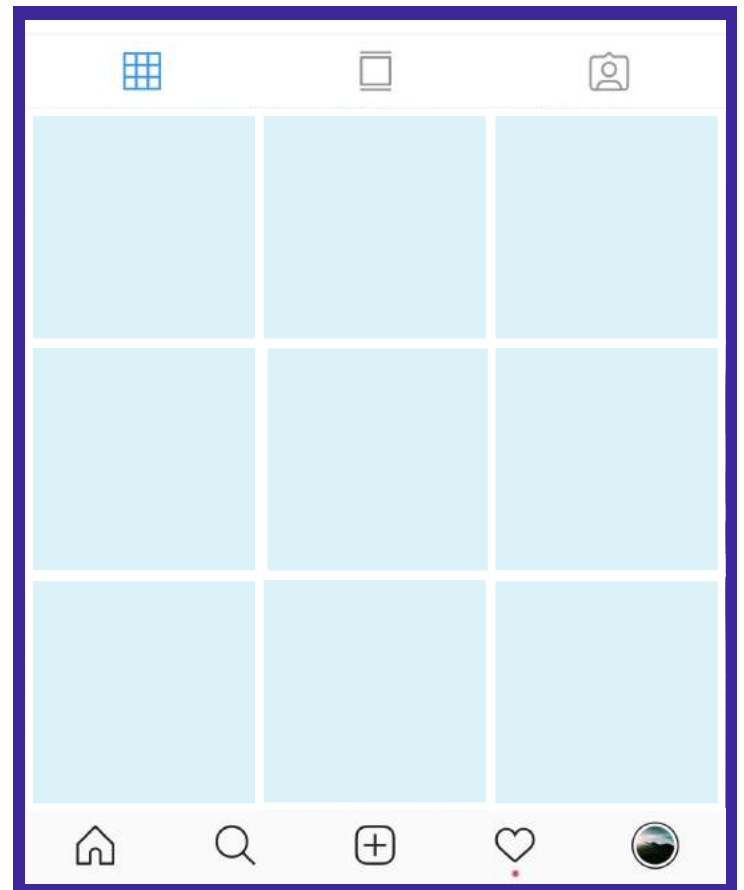
STEP 3: Plan One Month Out

Photo and Post Ideas:

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Holidays or Promotions This Month:

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Plan your page one month at a time. Each post is a smaller part of a larger whole.