

Instagram Monthly Brand Guide Example Template

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

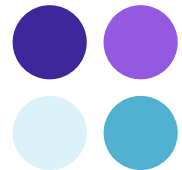
Approved Hashtags:

- #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:

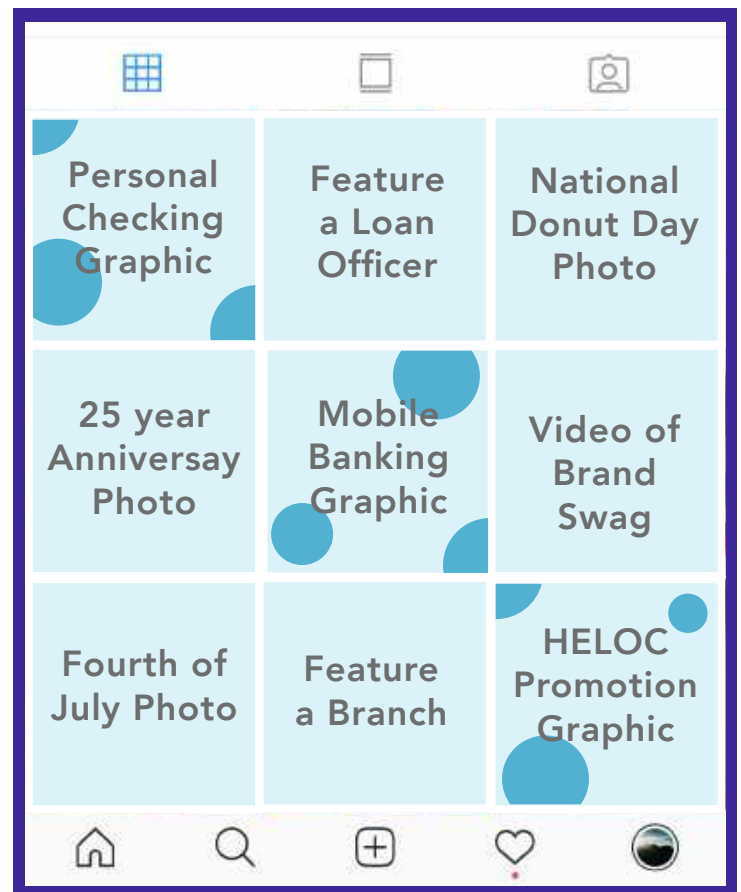
- Branch and Community Photos
- Shirts, Hoodies, Stickers and Swag
- Employee Centered Photo
- Graphics: Personal Checking & Business Loans

Holidays or Promotions This Month:

- Fourth of July
- 25 Year Anniversary
- National Donut Day
- Free Checking Gift Promo

Story Ideas:

- Food Drive Event
- #NationalCustodianDay Interviews



Plan your page one month at a time. Remember that each post is a small 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:

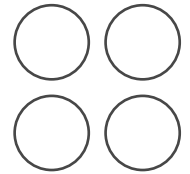
Three Rules When Posting:

Color Palette:

#1.

#2.

#3.



STEP 3: Plan One Month Out

Photo and Post Ideas:

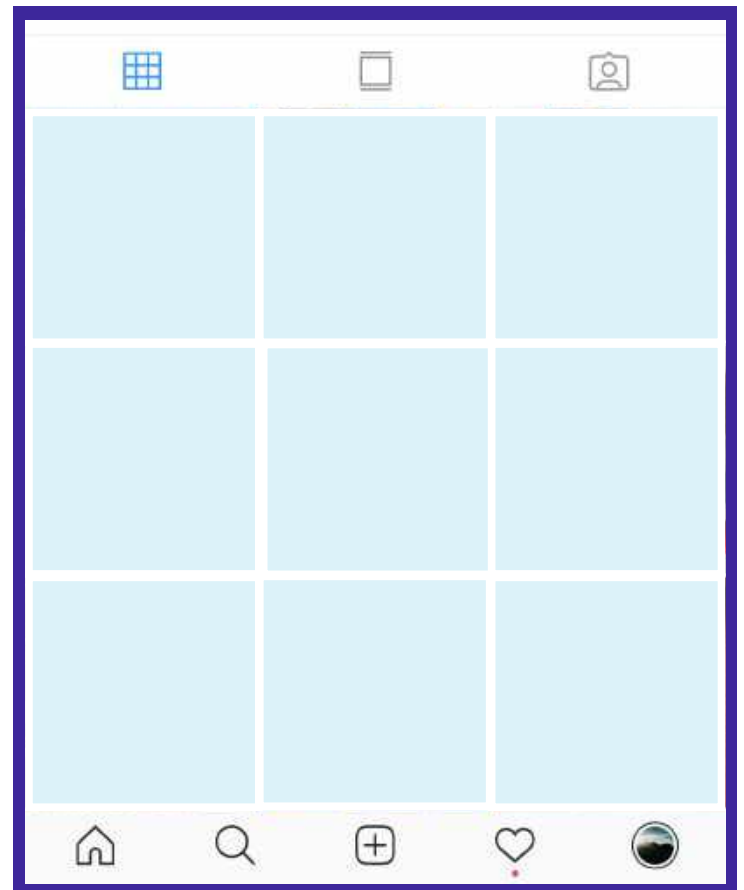
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Holidays or Promotions This Month:

-
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-
-

Story Ideas:

-
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