

# Social Media Management Guidelines

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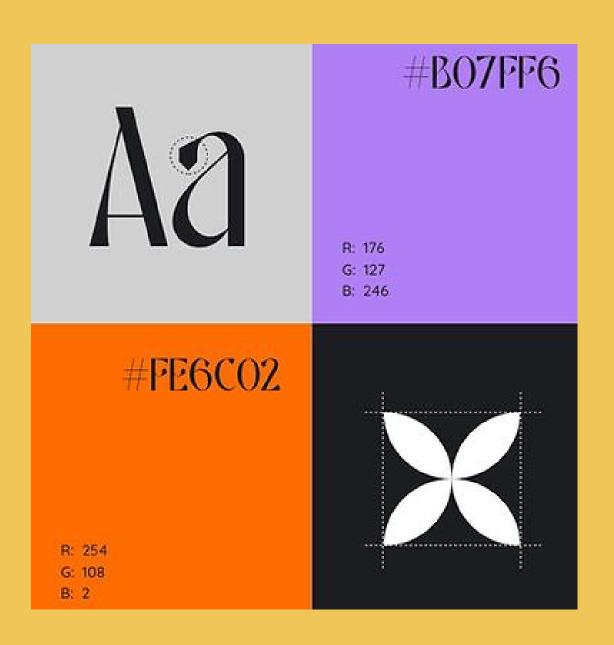


# What are Social Media Management Guidelines?

These are rules ensure that posts and activities on social media align with the values of an individual or a brand

Some of its components include Visual Identities, Social Media Strategy goals, social media platforms. content format and content creation tools.





Visual identity is a component of social media management guideline that is about creating a recognizable and memorable look and feel that aligns with the brand's overall identity.

Your visual identity should consist of your brand font, brand logo, brand voice and hashtags.



# Social Media Strategy goals

Social media strategy goals are the specific objectives and outcomes that a business or individual aims to achieve through their presence and activities on social media platforms.

Common Social Media Strategies include creating awareness, lead generation, boosting engagement, community building



## **Social Media Platforms**

These are online services where you create and share contents to your audience.

Popular Social Media Platforms include Facebook, Instagram, Youtube, X and LinkedIn



#### **Content Format**

Content format in social media management refers to the specific structure or style in which content is presented on social media platforms...

Common content formats include images, texts, reels, stories, videos etc.

All of these depends on the platform you are managing.



#### **Content Creation Tools**

Content creation tools are software or platforms designed to facilitate the process of generating, editing, and managing digital content.

Common content creation tools include Canva, Trello, Buffer, Adobe Photoshop

### **Extras**

Create a content calendar.
 This would help you structure your posts properly and also, ease stress.

 Use Canva to create your brand templates and other designs