

# 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

**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**