

1. In this exercise, you will review a brand positioning statement from a company for social media, then read their posts to evaluate if certain posts are on or off-brand. As a digital marketer, you may be tasked with creating a brand positioning statement for social media. After you create this statement, one of your responsibilities is to determine if the posts you and your colleagues write are on-brand, and then update any that are not. And if you want a refresher on these concepts before you get started, refer to the reading on [Build your brand identity on social media](#)<sup>↗</sup>. Are you ready?
- 1 point

☐ I'm ready!

2. Start by choosing a company's brand positioning statement. You may select from one of the brand positioning statements below, or you may search for one online. Statement 1: AllSportsFans is an e-commerce platform that enables anyone to sell sports memorabilia or gear directly to any sports enthusiast. You can use our storefront to sell your merchandise and AllSportsFans will take care of the rest. We are an all-in-one e-commerce hub for sports fans needing to gear up for the season. Statement 2: Collaborate is a connection hub that links people, information, and tools in order for companies to get work done. Millions of users rely on Collaborate to unify their remote workers and teams, driving their business forward in a virtual world. Statement 3: D2Consumer is the success story behind every direct-to-consumer company. Leave it to us to get your orders straight from the factory and into the hands of your customers. Just connect your shop, send inventory, and that's it. Consider the brand positioning statement you chose. Does this brand positioning statement outline what the company does, for whom, and what makes them different? If it does, move to the next step. If it does not, choose a different brand positioning statement. Now, write *three* sentences for each bulleted item:
- 1 point

- Your impression of what the company does
- Who their target audience is
- What the company believes makes them different from their competition

If you need a refresher on brand positioning statements, review the reading, [Build your brand identity on social media](#)<sup>↗</sup>. Then ask yourself: "does this brand positioning statement outline what the company does, for whom, and what makes them different?" If it does not, choose a different brand positioning statement.

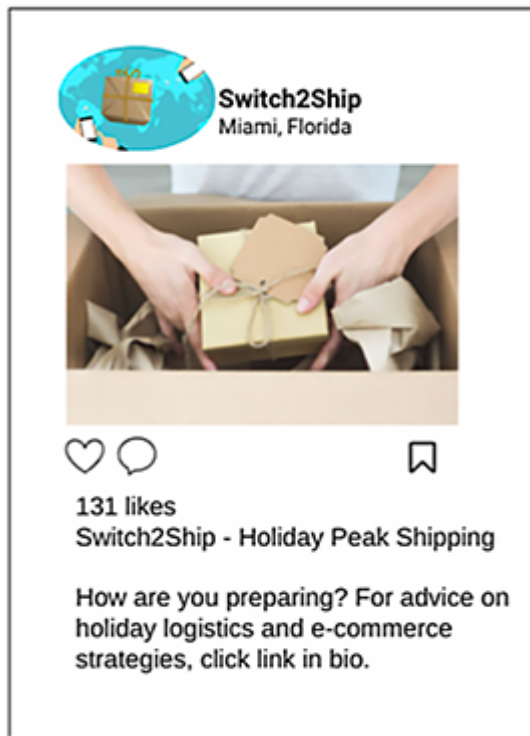
What do you think?

Your answer cannot be more than 10000 characters.

3. As a digital marketer, it is important that the posts you and your colleagues write are on brand. This means that how and what you communicate about the company in your social media posts are consistent with the company's values, tone, and outlook, for example. Next, review Switch2Ship's brand positioning statement and four of their social media posts. Switch2Ship brand positioning statement:
- 1 point

Switch2Ship takes the pain out of shipping by providing an end-to-end operations platform for modern e-commerce companies. We make distributing the next generation of consumer goods as simple as flipping a switch.  
Switch2Ship social posts:

Post 1:



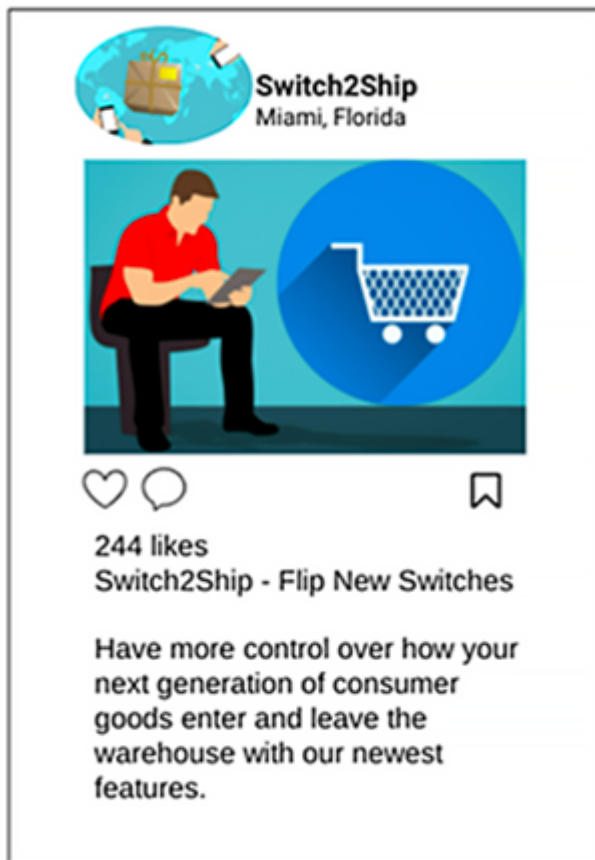
Post 2:



Post 3:



Post 4:



For each social media post, state whether it is on-brand or off-brand.

What do you think?

Your answer cannot be more than 10000 characters.

4. In your role as a digital marketer, you might encounter a colleague's post that is off-brand. In order to offer constructive feedback on how to revise the post, you need to be able to explain *why* it is not on-brand. From the four social posts in Question 3, write a paragraph, explaining why you believe the posts are either on or off-brand.

1 point

What do you think?

Your answer cannot be more than 10000 characters.