

SNL Media Content Brief

SNL Media is your virtual sidekick. They specialise in simplifying social media and providing top-notch virtual assistance to amplify your brand's online presence. Whether you're a startup looking to make a splash or an established company aiming to streamline your digital strategy, they've got you covered.

I. Keywords (that describe the brand voice and feel)

- *Brand*: innovative, trustworthy, and social media savvy
- *Voice*: innovative, trustworthy, and social media savvy

II. Posting Cadence

- **Three (3) posts per week.** Posting time are usually at **10AM PST**.
- Content can be found on **Google Sheets**:
<https://docs.google.com/spreadsheets/d/13x8V09-AicOVwaBCb2Qw6ZxmIavCyn8qoUztckD0VOQ/edit?usp=sharing>

III. Example of Good Photos:



Choose photos that: High quality, good lighting

IV. Examples of Bad Photos:



v. Look and feel

When building out the Instagram grid, try to alternate the type of photos so there's variation on the feed.

DO NOT: Post bad quality photos. The same product or brand back to back.

Sample Grid:



VI. Proper use of each element

Strictly follow the color palettes for headings, subheadings, body text, and any special text styles. You may use effects to make the text more lively, but never change the color of the entire text. The same rule applies to font styles.