

# **SILFEN**

## **SoMe GUIDE**

**TEAM 11**

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## SOCIAL MEDIA GUIDE

### USE OF PLATFORMS

We have written some general guidelines for posting on different social media platform. These guidelines are to help define what type of content to create, the tone of voice, hashtags and use of graphical elements.

### KPI's

SILFEN provided us with social media KPI's - these are to create brand awareness, brand loyalty, authority content creation, increase revenue as well as lead generation and customer growth.

## FACEBOOK

### CONTENT

The content for Facebook is mainly informative posts like the release of new merchandise, information about upcoming events as well as how SILFEN are currently using Facebook ads.

### tone of voice

INFORMATIVE: Copy should be clear and concise so the user is clear on what the post is about whilst still keeping a friendly, conversational tone.

## INSTAGRAM

### CONTENT

Instagram should have an even distribution between product posts, influencer content, user-generated content and brand content.

By incorporating brand and sustainability related content in the form of posting images and videos from their factories, their offices and information about how they work with sustainability, as well as UGC, you can assume that the brand will appear more authentic, which is one of top Instagram marketing strategies for 2022. (Stanciu, 2022)

Furthermore, this type informational content are in line with a few of SILFEN's KPI's - authority creation and lead generation as it will help build trust and credibility in possible leads.

### TONE OF VOICE

**PERSONAL:** Copy should be written in a personal, informal way from the brands perspective to foster strong relationships with the users.

**HELPFUL:** Copy should be encouraging and educational, focusing on the benefits of the products and making sure the users are clear on the intention of the content. What is written should be considered a reliable source of information, fostering trust between SILFEN and its audience.

### USE OF TAGS

Only use brand specific hashtag, like brand and/or product name. Hashtags can also be used if they are doing a challenge to encourage users to participate and to spread brand awareness by using that specific hashtag.

## TIKTOK

### CONTENT

One of the focus points for TikTok will be creating TikTok challenges for the customers as that is one of the most common TikTok marketing strategies (Geyser, 2021). These challenges will be using a specific hashtag created for the challenge, and can consist of anything from showing how you style your bag to showing the staples you carry around with you in your bag. This will provide SILFEN with lots of UGC that they can repost as well as help spread brand awareness.

Influencer marketing should also be utilised on TikTok. These videos could f.ex. be 'get ready with me' or 'day in the life', both of which are very common videos for TikTok and is an easy way for influencers to incorporate the product without it being too obvious. (Allen, 2022)

### TONE OF VOICE

**INFORMAL:** In general the tone of voice can be a lot more informal and even more personal on TikTok to connect with younger users. Use of emojis and slang is appropriate on humour videos and has been shown to be a very successful way of communicating and engaging with an audience by other large brands. (Dewar, 2021)

### USE OF TAGS

Use brand specific hashtags as well as create challenge hashtags to spread the challenge.

If participating in a viral challenge/ using a viral sound use the correct hashtags to ensure visibility and engagement.

## GRAPHICAL ELEMENTS

### LOGO

The logo should be included in video posts and campaign images.

### TYPOGRAPHY

The typography should be used in the same manner as directed in the brand guide to ensure that all of their channels are coherent in their design. Use contrast in weight to build hierarchy and ensure there is enough contrast in colour when adding text on images and video to make it legible.

### COLOUR

Stick to the brands colour palette to project a strong coherent brand identity in all visual communication.

## PHOTOGRAPHY & VIDEO STYLE

The photography and video style should be aligned with how it is described in the design manual. It should feel natural and casual, preferably using natural light.

When using images from production of the bags or the factories it should not feel staged as to communicate authenticity. Still life photographs can be used when posting about a specific subject.

## GRAPHIC STYLE - ICONS ETC.

The style of icons and illustrations should be kept simple and in the same style as those used on the SILFEN website.

As the SILFEN 'universe' is very colourful and full of patterns the graphic style shouldn't take away from that, rather enhance it.

## EXAMPLE POST

This example post is created to highlight on of the sustainability initiatives SILFEN has done, which is using rPET as a material for some of the bags.

On the image we added some text in one of the secondary colours to grab users attention with a short explanation about what rPET is to help educate and build trust.

The tone of voice in the caption is written from the brands perspective to in a helpful and educational way. We placed focus on the benefits of rPET as well as included a link to the source as to be perceived as a reliable source of information by our audience.

