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DIG Social Media Manager Guidebook: Style Guide

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Social Media Style Guide



Julia Jenak and Bryn Pellowe

Purpose

DIG does not currently have an established Social Media Style Guide. A style guide establishes consistent brand messaging across all public communication channels and allows DIG to communicate more consistently and effectively with its current and target audiences. This consistent brand messaging will build loyalty and trust, both of which are important in growing DIG's donor base and establishing strong partnerships. The style guide will also serve to guide Social Media Managers in crafting captions for posts on social media.

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Table of Contents

Social Media Profiles	4
Social Media Profile Photo	7
Brand Voice	8
Image and Multimedia Guidelines	13
Set Caption Guidelines	14
Appendix	17

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Social Media Profiles

The **profile name** is the most distinguishing component of the brand and its presentation and abbreviation should remain consistent across all social media accounts.

The **logo** is another important component of the brand that needs to remain consistent across platforms. The logo should be recognizable across all public communication channels, including the website and social media accounts.

The **biography**, which is the mission statement of the brand and enterprise, should also be consistent across the website and social media accounts. When there is consistency in the name, logo and biography across social media accounts, there is a sense of trust and professionalism established among the audience.

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Social Media Profiles

DIG US Action Required:

When viewing the account profiles across DIG's three platforms, there are some minor inconsistencies in the name and biography components (see below). On LinkedIn and Facebook, the name is listed as Development in Gardening (DIG). On Instagram, the name is (DIG) Development in Gardening. The name and abbreviation should remain consistent across all three accounts. This allows for increased searchability as well. **We recommend changing the Instagram account name to Development in Gardening (DIG).**



Development in Gardening (DIG)
Partnering with the some of the world's most vulnerable people to plant restorative gardens that grow health & wealth

✓ Following

LinkedIn



Development in Gardening (DIG)
Charity Organization

Liked

Facebook



(DIG) Development in Gardening
Partnering with the some of the world's most vulnerable people to plant restorative gardens that grow health & wealth and a sense of belonging 🌱
www.dig.org/

363 Posts 699 Followers 923 Following

Instagram

ⓘ DIG, a 501(3)c non-profit improves the nutrition and livelihoods of some of the world's most uniquely vulnerable people by teaching them to plant restorative gardens that grow health, wealth, and a sense of belonging.

Facebook About Page

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Social Media Profiles

There are also minor inconsistencies between the biographies included on all three platforms. Instagram and LinkedIn provide space for the biography directly under the name and logo. Facebook, as well as LinkedIn, have “About” sections for the biography. **DIG’s mission statement, which serves as the biography for the social media accounts, should be consistent across all three social media platforms and the website.** This should be a variation of the mission statement that complies with the word and character guidelines across all three social media platforms. Differences in characters and emojis should be avoided to build professionalism. Facebook does not appear to have character limitations on its “About” page, LinkedIn limits “Headline” to 220 characters and Instagram limits “Bio” to 150 characters. Therefore, the biography across all three platforms should not exceed 150 characters.

Mission Statement: Improve the nutrition and livelihoods of some of the world’s most uniquely vulnerable people by teaching them to plant restorative gardens that grow health, wealth, and a sense of belonging (189 characters).

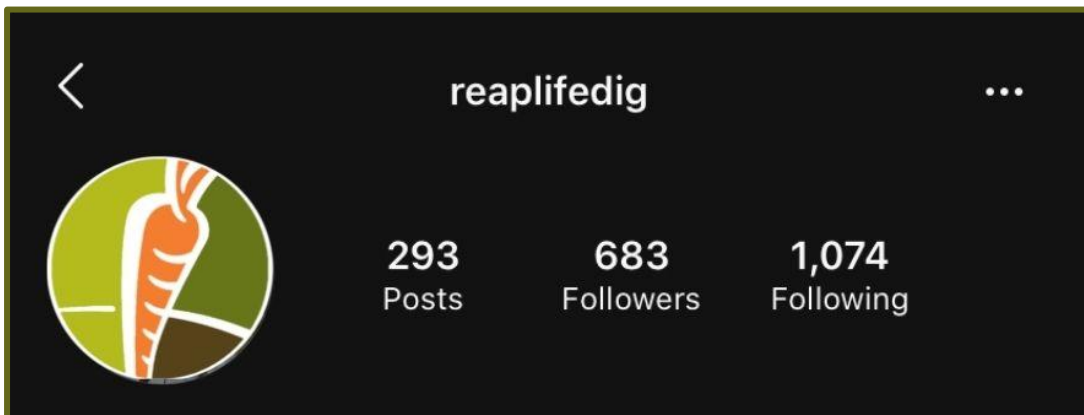
Proposed Social Media Biography: Partnering with some of the world’s most uniquely vulnerable people to plant restorative gardens that grow health, wealth, and a sense of belonging (146 characters).

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Social Media Profile Photo

The profile pictures on each platform should be used to display a consistent logo. On Facebook, the profile picture can be enlarged when an individual clicks the photo. However, on Instagram and LinkedIn, the profile picture cannot be enlarged. For this reason, it is challenging for viewers to see and recognize the current logo on Instagram and LinkedIn. Including “DIG” in the logo is readable, but Development in Gardening is not. The current profile picture across all three platforms is a photo with text rather than a logo. Moving forward, **DIG should decide on a logo that is compatible with these formatting differences across all platforms.** This logo that will serve as the profile pictures should also be immediately recognizable when viewers visit DIG’s website. See logo recommendation that may be more compatible below. (For examples of organizations with effective logos, see Appendix A).



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Brand Voice

The voice and tone of DIG should remain consistent across all social media platforms and the website. The voice can be considered the mission of DIG; the tone is the implementation of the mission. Both the voice and tone should remain consistent across all public communication channels, including the website, blog posts, social media pages, and newsletters, regardless of which DIG staff member was responsible for writing and editing the content.

DIG US Action Required:

For a Social Media Manager to craft posts that align with DIG's voice, the components of DIG's voice, including character, tone, language and purpose, must be clearly defined and documented.

We suggest that DIG defines and documents these four components using resources by Buffer and a framework by Stephanie Schwab. Record the answers in the table on the following page.

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Brand Voice

Character	Tone
(E.g. friendly, playful, inspiring)	(E.g. personal, relaxed, genuine)
Language	Purpose
(E.g. simple, fun, meaningful)	(E.g., educate, inspire, engage)
Social Media Brand Voice	

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Brand Voice

The language is a component of the brand voice that must remain consistent across all public communication channels and across all employees of the enterprise--all of which can be considered brand representatives. Through analyzing the language used on the DIG website, in DIG's Annual Impact Reports and in the Cocktails and Castoffs Recipe Books, there is specific language that DIG uses to describe its farmers, employees, programs, and impact that should be replicated in social media post captions. And of course, part of what makes DIG's voice so playful and engaging is the use of word play with garden vocabulary. Let's dig in!

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Brand Voice

Categories and Examples of DIG's Language

Farmers and Employees	Programs
<p>DIG Team Program Managers (Senegal, Kenya, Uganda)</p> <p>Farmers (DIG farmers or DIG's farmers or DIGs farmers or DIG's farm) Program participants Smallholder farmers Farmer leaders DIG-graduated farmers</p> <p>Uniquely vulnerable: elderly, people living with HIV, refugees, people living with disabilities, chronically malnourished, young mothers, ultra-poor Nutritionally vulnerable</p> <p>Local Partner Institution</p>	<p>Distinctive model Unique program Adaptive program Tailored curriculum Unique projects</p> <p>(Responding to, addressing, listening to, specific, unique)...needs</p> <p>Agents of change Systems of change Powerful intervention Filling a gap Empower</p> <p>(Grassroots, collaborative)...approach</p> <p>(Working, innovating)...alongside communities (Serving, understanding, listening to)...local communities Rooted in community Nourishing vulnerable communities</p>

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Brand Voice

Impact	Garden Vocabulary
<p>Food security Abundant gardens Nutrition or nutritionally diverse diets Healthy...(farmers, communities) Resilience Resilient...(farmers, communities) Gender equity Inclusiveness Self-replication</p> <p>Preserve and protect the environment Climate resilience Global climate crisis Zero waste Reduce food waste Address global hunger Mitigate climate change Sustainable community agriculture Organic growing practices</p>	<p>Rooted in...(food, community, trust, the soil we cultivate)</p> <p>Growing...(gardens, impact, resilience)</p> <p>Sowing...(hope, seeds of growth, one seed at a time)</p> <p>Cultivating...(resilience, foundations for growth)</p> <p>Reap life</p> <p>Local ecosystems</p>

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Image and Multimedia Guidelines

Images, videos, and infographics can be included in social media posts. They can be posted individually or in combination with other images, videos, and infographics. It is not necessary to stick with only one medium for each post.

All infographics should be created using Canva, a graphic design platform that DIG uses to create social media graphics. **The Social Media Manager should be granted access to DIG’s “Brand Kit” on Canva, which includes pre-uploaded logos, color schemes and fonts.**

- ❑ **Finding examples:** DIG has saved several previous social media posts to a folder called “Social Media Posts” on Canva. The Social Media Manager can look at those samples as examples for future posts.
- ❑ **Using sizing templates:** Canva has templates that fit Instagram’s unique photo sizing requirements. For ease of posting, it is suggested that the Social Media Manager uses the template for “Instagram Post” in Canva to avoid creating multiple designs for each platform. The size of an Instagram post template in Canva is 1080 x 1080 px.
- ❑ **Posting for campaigns:** For campaign-related posts, the “Brand Kit” on Canva may change slightly. The Social Media Manager should be aware of the style chosen by the Executive Director for the Campaign (imagery, font, colors) and emulate it in their posts.
- ❑ **Posting with partners:** For partner posts, it is important to consider the brands of partners. Although not a high priority, DIG’s joint reports often include brand colors of the partners, and therefore partner posts on social media should strive to do the same.

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Set Caption Guidelines

Spelling and grammar: Before posting a caption, it should be checked for correct spelling and grammar. Grammarly is a popular checking tool that can be used free of cost. Also, contractions of words are acceptable (e.g., we're instead of we are).

Punctuation: Single exclamation marks should be used to signal excitement. Within the same caption, think judiciously about whether exclamation marks should be used to end multiple sentences. When replying to comments on posts, exclamation marks can be used more frequently if the situation warrants.

Formatting: For longer captions (longer than 3-5 sentences), separate the content into short paragraphs separated by spaces in between (See Appendix B). All three social media platforms (Instagram, Facebook, LinkedIn) allow spaces between paragraphs. If you incur problems completing this on Instagram, try writing and formatting the caption elsewhere (Notes app, Google Drive) and copying it into the caption on Instagram. Also, if posting from your phone, you may have to explore your phone's keyboard to find the "Return" key.

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Set Caption Guidelines

Dates: Write out the full words for days of the week (e.g. Monday). Write out the full words for months of the year (e.g., January). Write the number of days without any letters (e.g., 17 not 17th).

Times: Use pm and am (lowercase, no periods) and include a space after the number (e.g., 3 pm).

Emojis: Do not use emojis within or at the end of the caption. When replying to comments on posts, emojis may be used if the situation warrants.

Hashtags: Hashtags should be used in every post. There should be both branded and popular hashtags featured in each post. There should be a blank line separating the hashtags from the actual content (See Appendix C).

Account References: When partnering with another account on a post, tag the account in the first image and reference the account in the caption. When possible, reference the account within the caption instead of at the end of the caption (See Appendix D)

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Set Caption Guidelines

Referencing or Including Links

Instagram: Within a caption, route the audience to a link featured in the “Bio” portion of the profile (e.g., “Check out the link in our bio to learn more about...”).

To ensure that links specific to each post remain available to DIG’s audience over time, the links should be featured in a customized LinkTree.

Facebook: The URL of a webpage can be pasted directly into the text field for the caption. In general, links should be pasted at the end of the caption.

LinkedIn: The URL of a webpage can be pasted directly into the text field for the caption. In general, links should be pasted at the end of the caption.

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Appendix A

Examples of effective logos

< fao   ...

 **1,432** Posts **659K** Followers **613** Following

UN Food & Agriculture Org
Nonprofit Organization
Working for a sustainable  and secure #FutureofFood for all. Our actions are our future.
FAO's work on #migration 
www.fao.org/migration
Viale Aventino 1, Rome, Italy
Followed by **unep**, **riseagainsthunger** and **25 others**

< riseagainsthunger  ...

 **1,234** Posts **11.5K** Followers **64** Following

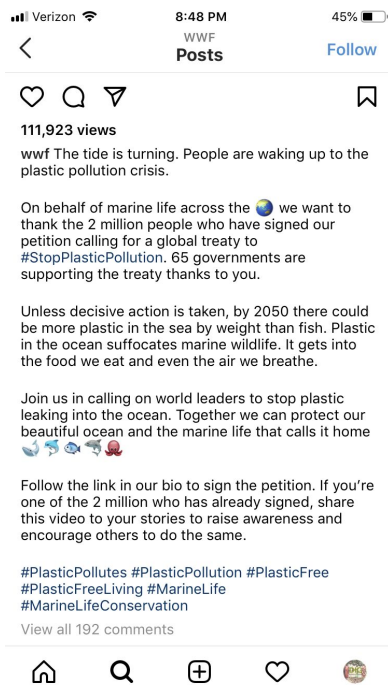
Rise Against Hunger
Help Families Gather Around the Table This Holiday Season By Giving Back Today 
www.riseagainsthunger.org/?form
Followed by **k_shular**, **taprootfoundation** and **fao**

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Appendix B

For longer captions (longer than 3-5 sentences), separate the content into short paragraphs separated by spaces in between

DIG Post



DIG Post



WWF Post



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Appendix C

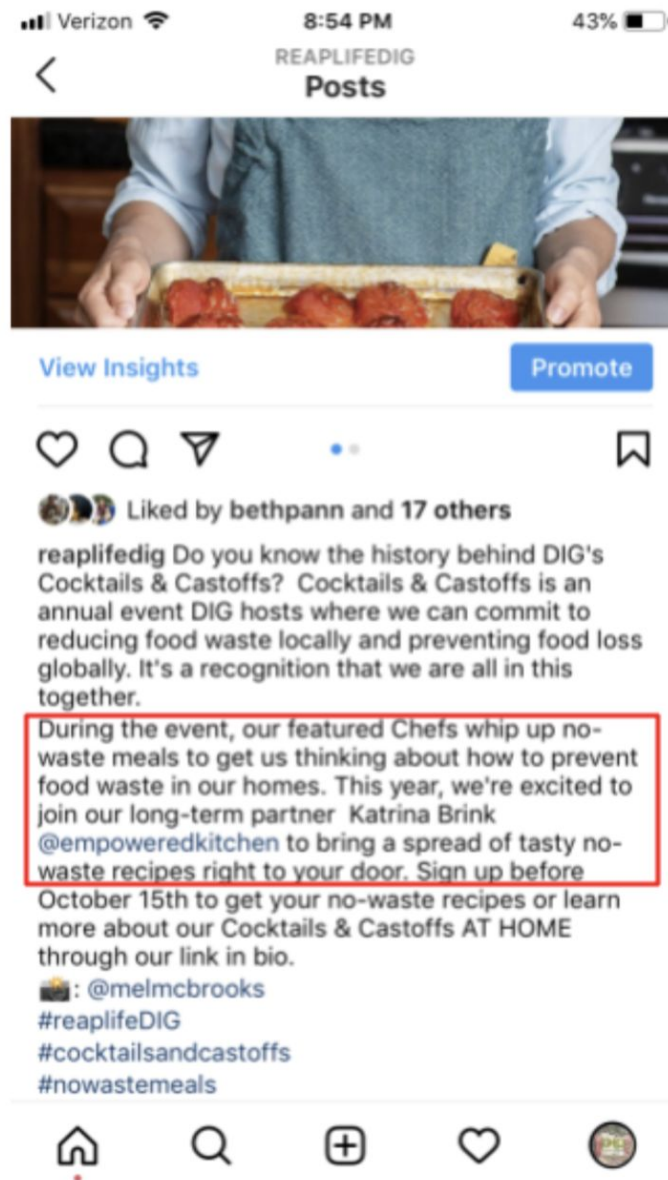
Create Blank Lines between Hashtags by clicking between keyboards using “123” and “ABC” allows users to access the “return” button to create spaces between paragraphs across all social media platforms.



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Appendix D

Account References and Tagging



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Works Cited

Lee, K. (2020, July 24). How to Find Your Social Media Marketing Voice and Tone. Retrieved from <https://buffer.com/library/social-media-marketing-voice-and-tone/>

Schwab, S. (2021, January 04). Establishing Your Social Media Brand Voice. Retrieved from <https://socialmediaexplorer.com/content-sections/tools-and-tips/finding-your-brand-voice/>

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