

### How-To-Guide Only

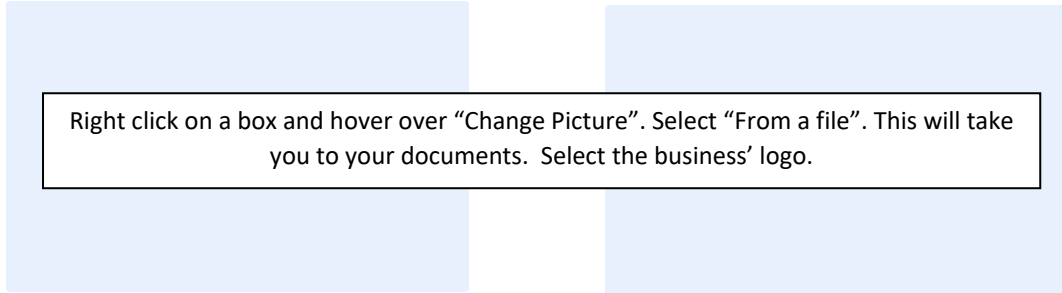
Fill out the business branding template Microsoft word document.

Click on "Insert Business Name Here" and type in your business name

Insert Business Name Here

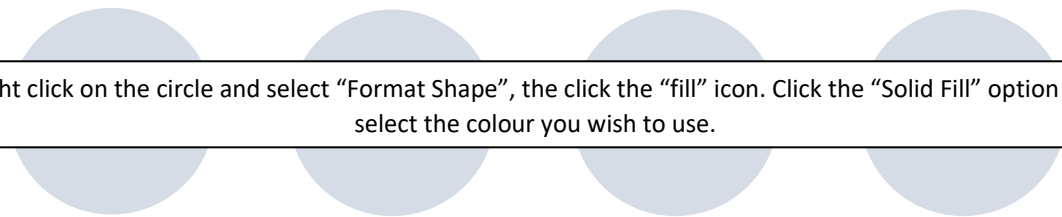
## Social Media Branding

### Logos



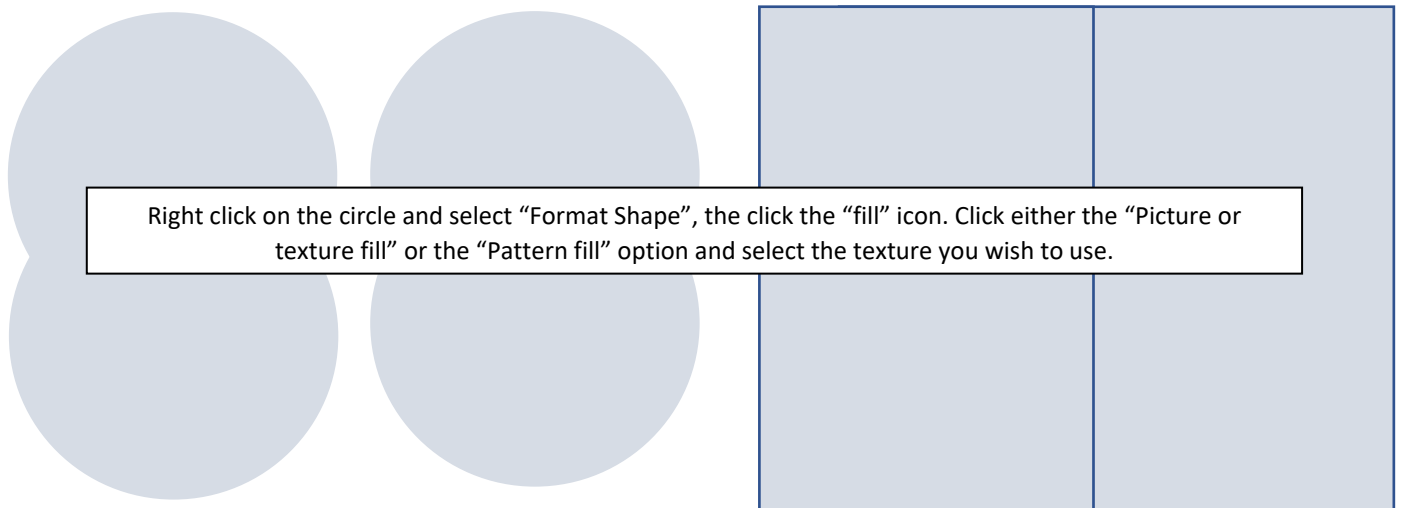
Right click on a box and hover over "Change Picture". Select "From a file". This will take you to your documents. Select the business' logo.

### Branding Colours



Right click on the circle and select "Format Shape", then click the "fill" icon. Click the "Solid Fill" option and select the colour you wish to use.

### Textures and Patterns



Right click on the circle and select "Format Shape", then click the "fill" icon. Click either the "Picture or texture fill" or the "Pattern fill" option and select the texture you wish to use.

Click on "Enter name of font" and type in the name of the font. Highlight the name of the font and change the font to the appropriate font

## Fonts

Enter Name of Font

Enter Name of Font

## Graphics

Right click on a box and hover over "Change Picture". Select "From a file". This will take you to your documents. Select the business' graphics.

## Greetings and Sign-offs

|           |  |
|-----------|--|
| Greetings |  |
| Sign-offs |  |

Enter any particular greetings and signoffs you would like the Business' social media posts to have. For example if your customers are all mothers your greetings might be "Hello Mummas" or if the audience is women your greeting might be "Holla Ladies".

The sign-offs are similar, I suggest you always sign off with your name so people come to understand you as the face of the business. Another example is if you are the owner of an Italian restaurant the sign-off might be "Ciao".

The key is consistency.

## Scheduling Roster Themes

|           | Week 1 | Week 2 |
|-----------|--------|--------|
| Sunday    |        |        |
| Monday    |        |        |
| Tuesday   |        |        |
| Wednesday |        |        |
| Thursday  |        |        |
| Friday    |        |        |
| Saturday  |        |        |

Enter the themes you wish to reflect in your posts each day.

For example, you may want to send out a happiness post every Monday morning or a “Yaay, It’s the weekend” post every Friday afternoon.

Having a theme for each day could also be a good reminder to hit each store item.

For example  
Monday – Bedding post,  
Tuesday – Kitchen post,  
Wednesday – Bathroom post

... You get the point 😊

## Hashtags

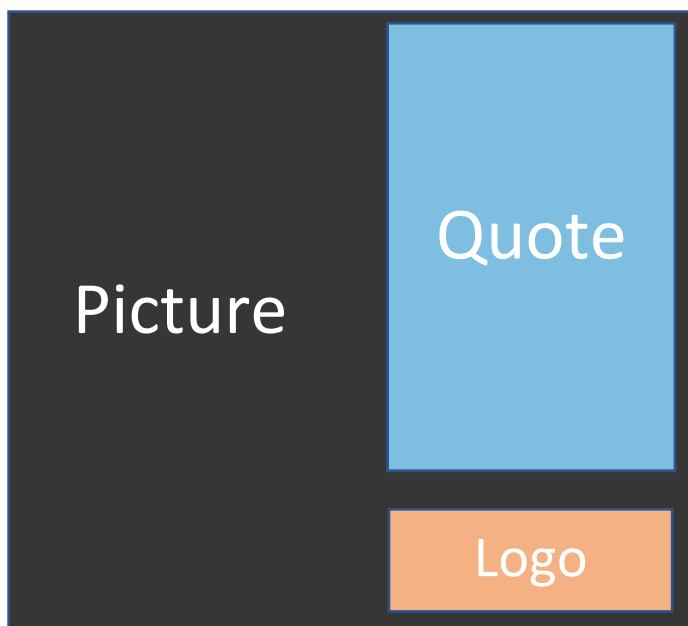
| General Popular Hashtags | Specific Popular Hashtags |
|--------------------------|---------------------------|
|                          |                           |

Google “Popular Hashtags” and type in the hashtags that can be used for your business under “General Popular Hashtags”

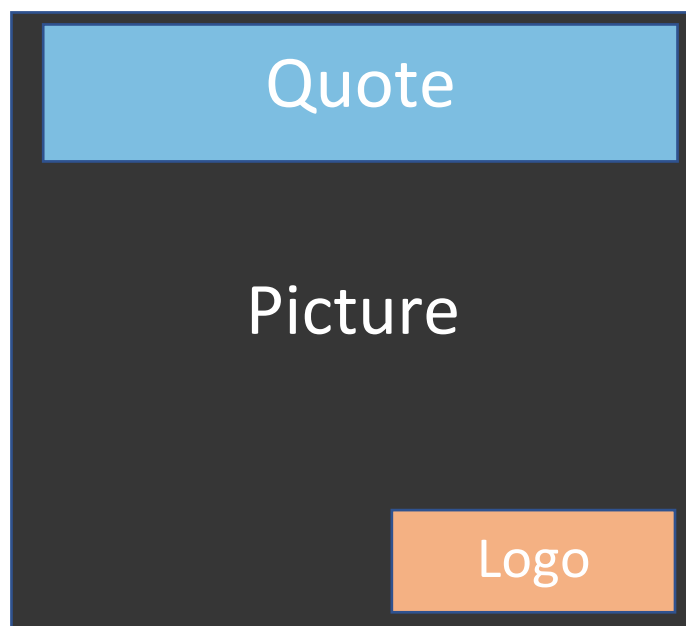
Google “(Your Industry) Popular Hashtags” – for example “Life coach Popular Hashtags”. Type hashtags that can be used for the business under “Specific Popular Hashtags”

## Standard Social Media Layouts

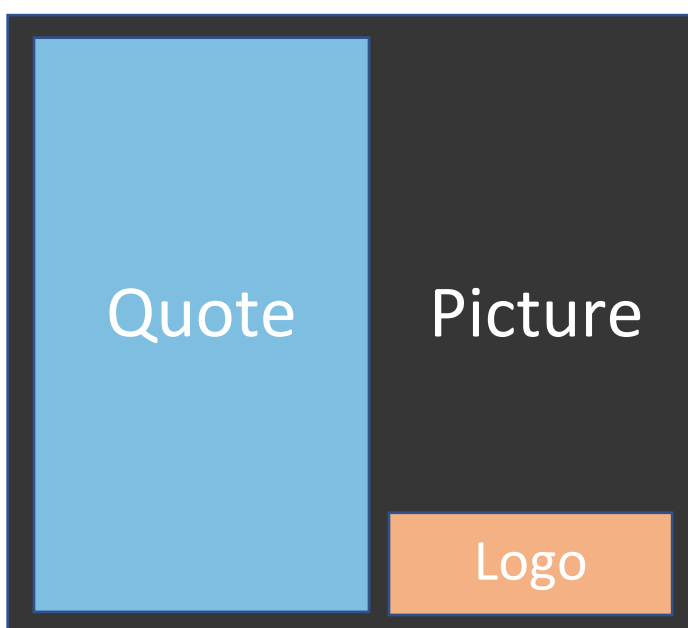
A



B



C



Move and resize these images to create the layouts you wish to use. These images are an example of the type of layouts that can be used. It is a good idea to use a variety of layouts

This guide should be expanded on when you find new ways of reaching your target audience. If you feel like there is something missing from the template or you have suggestions for improvement please let me know by contacting me at [kirsten@busymadesimple.com.au](mailto:kirsten@busymadesimple.com.au)