

# SOCIAL MEDIA AND BLOG TEMPLATES - GUIDELINES

1. All templates are available under this link on Google Drive:

[https://drive.google.com/drive/folders/1x8BLac\\_H2WrgwQc0b1DAIzqvHI76wREV](https://drive.google.com/drive/folders/1x8BLac_H2WrgwQc0b1DAIzqvHI76wREV)

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Name ↑	Owner	Last modified	File size
 Blog template purple logo.pptx	me	11:50 AM me	11 MB
 Blog template white logo.pptx	me	11:50 AM me	13 MB
 SM template purple.pptx	me	11:50 AM me	3 MB
 SM template yellow.pptx	me	11:50 AM me	22 MB

## 2. Blog templates

- "Blog template purple logo"



### Instructions:

- This is a **primary** template to be used for **new blogs and social media posts about blogs** (every Wednesday)
- The blog photo and social media photo needs to be aligned
- The place of the logo can be changed from left to right if that works better with the photo

- "Blog template white logo"



**Instructions:**

- This is a secondary template to be used for **new blogs and social media posts about blogs** (every Wednesday)
- It is **only** supposed to be used if the photo is too dark and purple logo is not visible.
- The blog photo and social media photo needs to be aligned
- The place of the logo can be changed from left to right if that works better with the photo

## 2. Social Media Templates

- "SM template purple"



### Instructions:

- This template is to be used for **social media posts** that are using a **caption on the photo**
- Usually used once a week (or less), 'for filler' posts (posts that do not announce anything new, don't grow sales or engagement)
- It is suppose to be used **interchangeably with "SM template yellow"**; if one week the "SM template purple" was used, then the following week "SM template yellow" needs to be used
- Make sure to always place the photo at the bottom to keep the white layer over it

- "SM template yellow"



**Instructions:**

- Same as for "SM template purple"
- It is suppose to be used interchangeably with "SM template purple"
- Make sure to always place the photo at the bottom to keep the white layer over it