# **SOCIAL MEDIA AND BLOG TEMPLATES - GUIDELINES**

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

 $\underline{https://drive.google.com/drive/folders/1x8BLac\_H2WrgwQc0b1DAlzqvHl76wREV}$ 

Shared with me > Social Media Website 2019, 2020 > 2020 > Social Media and Blog Templates - #

Name ↑	Owner	Last modified	File size
Blog template purple logo.pptx <sup>±1</sup>	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
P SM template yellow.pptx ===	me	11:50 AM me	22 MB

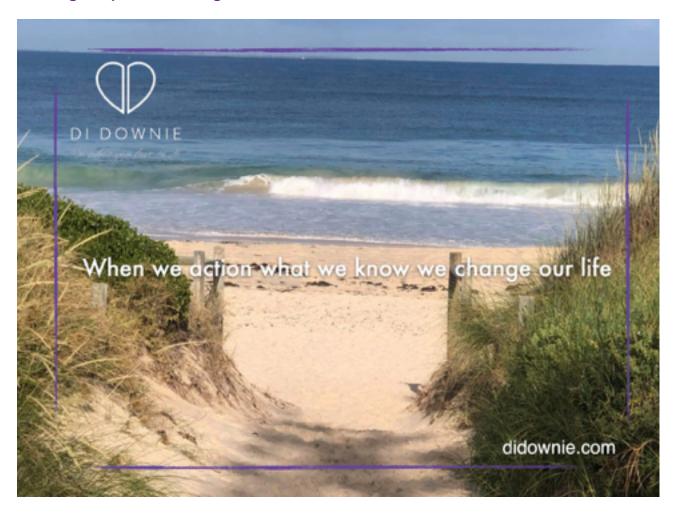
# 2. Blog templates

• "Blog template purple logo"



- 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"



- 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"



- 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"



- 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