



**L&A SOCIAL**

GRINDERS BEST PRACTICE



# Best Practice

## Creative

One of the first things to consider is your creative or posts. 56% of sales growth from digital advertising can be attributed to the high quality. So how do we get better creative? Here are some tips!

## Design for Mobile First

- Make videos 10 seconds or less
- Frame your story to fit – see pics for guidance
- Create captions on your video – people usually watch them on silent



# Best Practice

## Creative

Establish your tone of voice. Every time you post or engage with your social community you are building your brand in the mind of the audience.

Social Copywriting - Through the nature of the platform, the social tone of voice will be slightly more conversational and friendly than it would be on a website or any documents.





# IG Stories

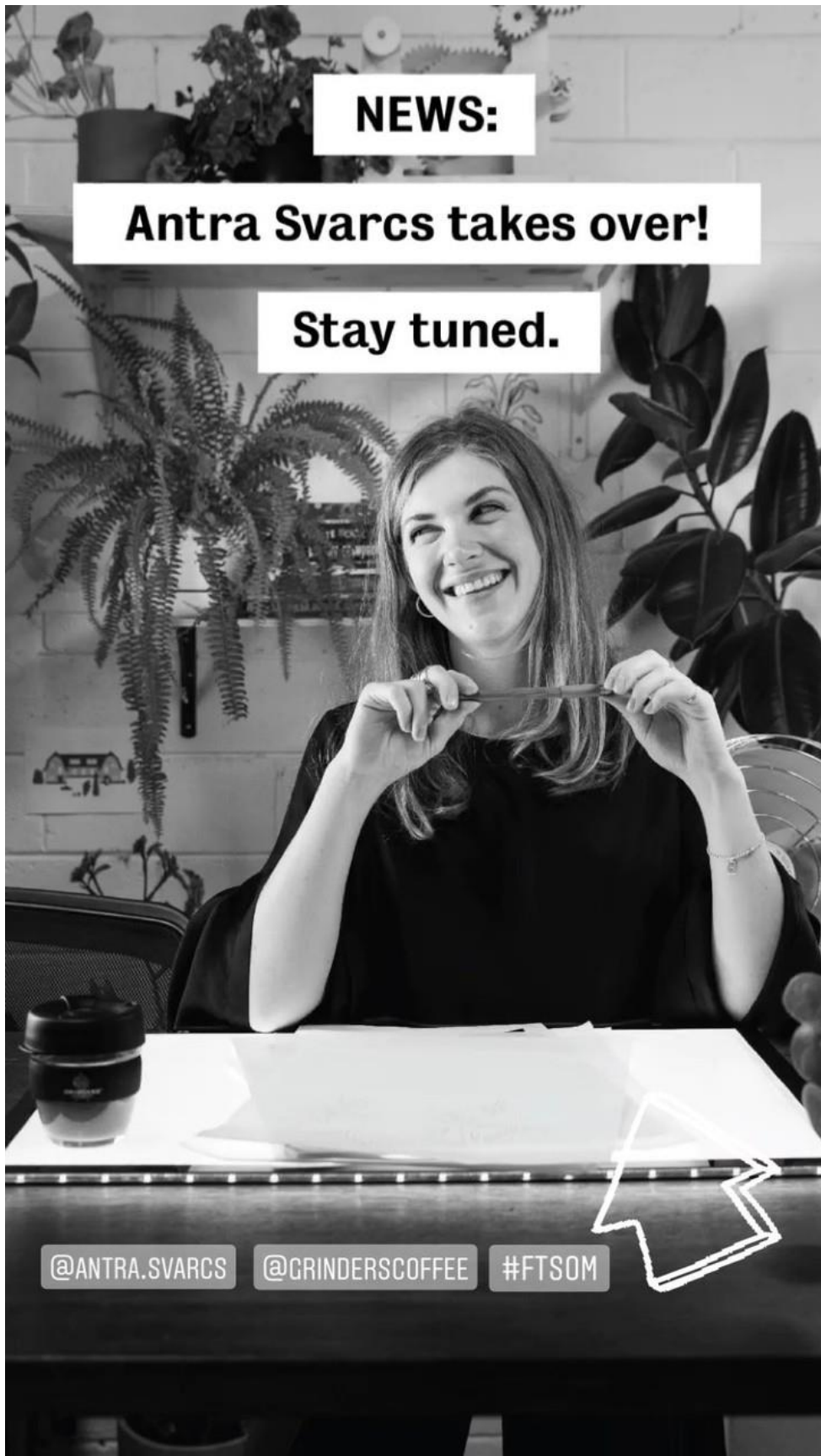
## Not Best Practice



- image is landscape and it will cut off on the IG feed

- image doesn't fit the entire screen

## Best Practice



- image fits the whole screen



- image is the right 1080x1080 dimensions

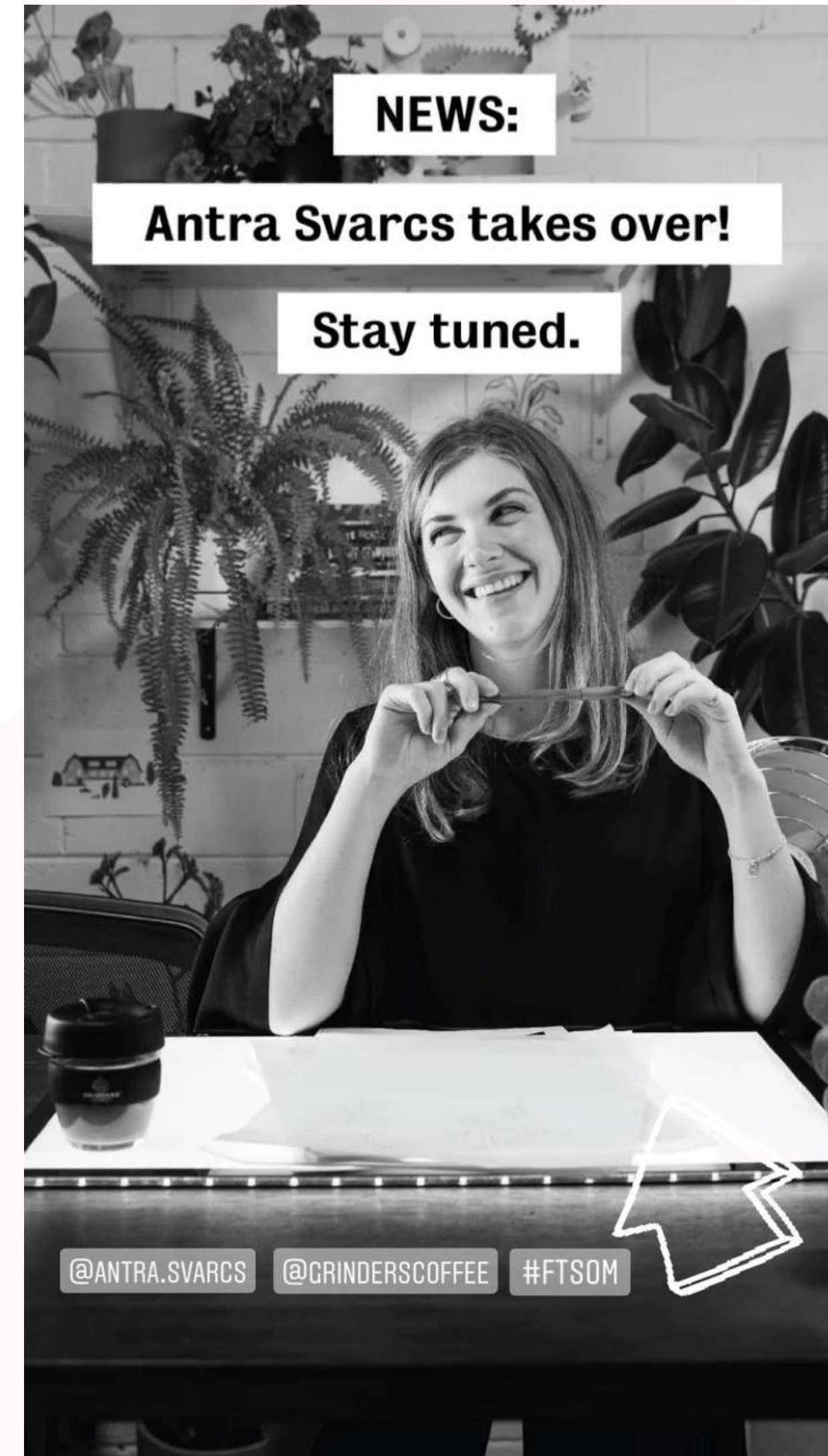




# IG Stories

## What to post?

- IG influencer takeovers
- Countdown to in house or local catchment area events
- Cafe tour or tour local landmarks & activities
- Behind the scene shareable content – who is on your team? How do you work?
- New updates – this could include new menu items, second store opening etc





# IG Stories

## How to edit & guidelines

- Pick a filter or add some stickers/gifs if appropriate. You'll find a stickers button next to the text and drawing tools. Tap the smiley face icon.
- Tapping anywhere on the screen will bring up the text tool. It is important to remain on brand and consistent with our IG stories - so we recommend staying as close to your brand colours and fonts as possible (see example). Be consistent with an aesthetic.
- Use the “#” sign to share a hashtag e.g. #shoplocal. We recommend using the location, @mention & #hashtag stickers to increase your visibility.
- Share polls, ask questions & use quiz stickers too. This allows you to further engage with your audience + you will get insight into their likes & dislikes regarding the cafe, events, menu etc.





# Permanent posts

## Best practice

### 20% text rule

Images with greater than 20% text will not be optimised and cannot be boosted for advertising.

If in doubt - upload your image to this [website](#) to test it.

## Not best practice



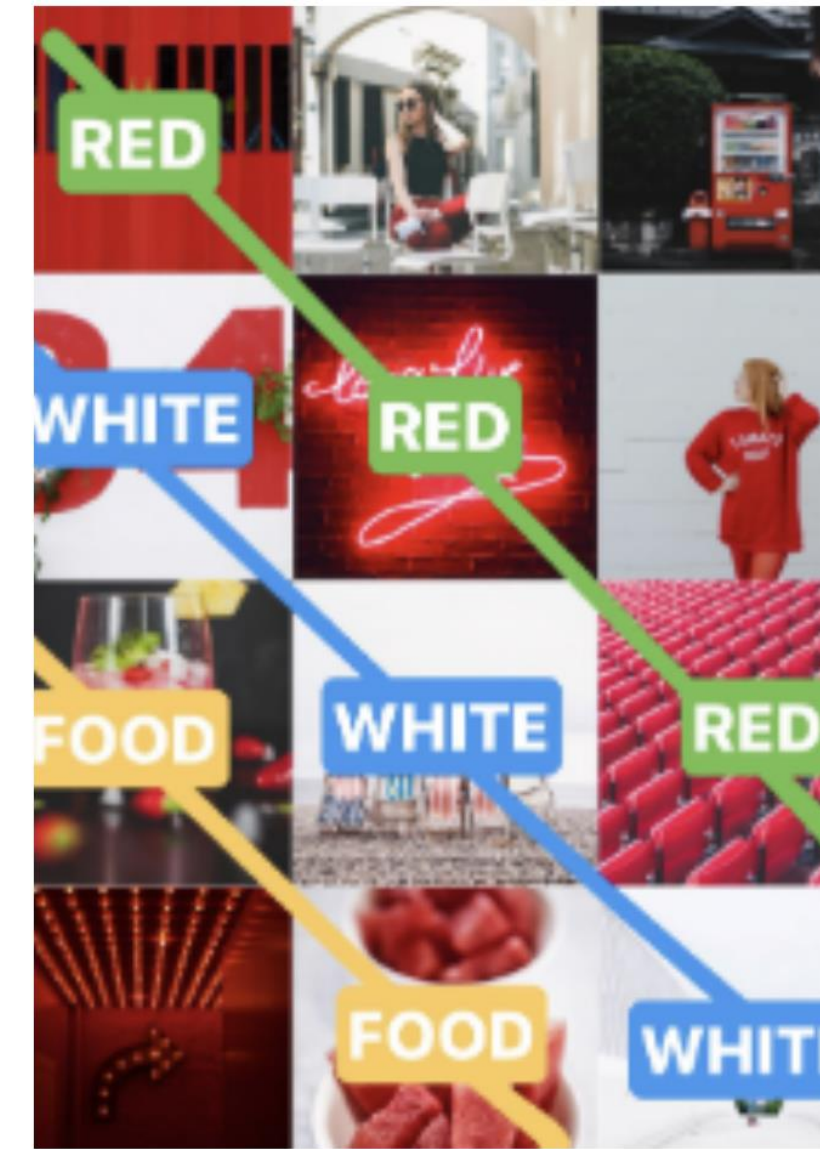


# Permanent posts

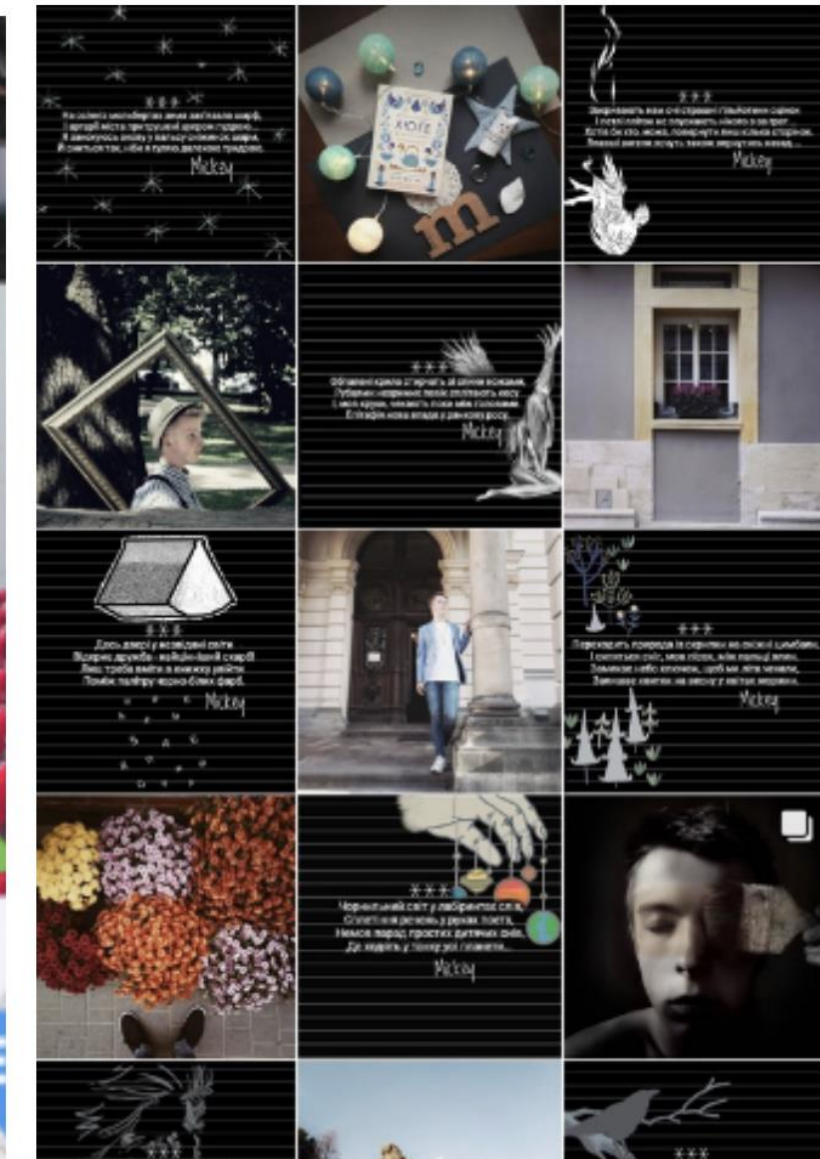
## Best Practice

Define your theme - create a profile worth remembering

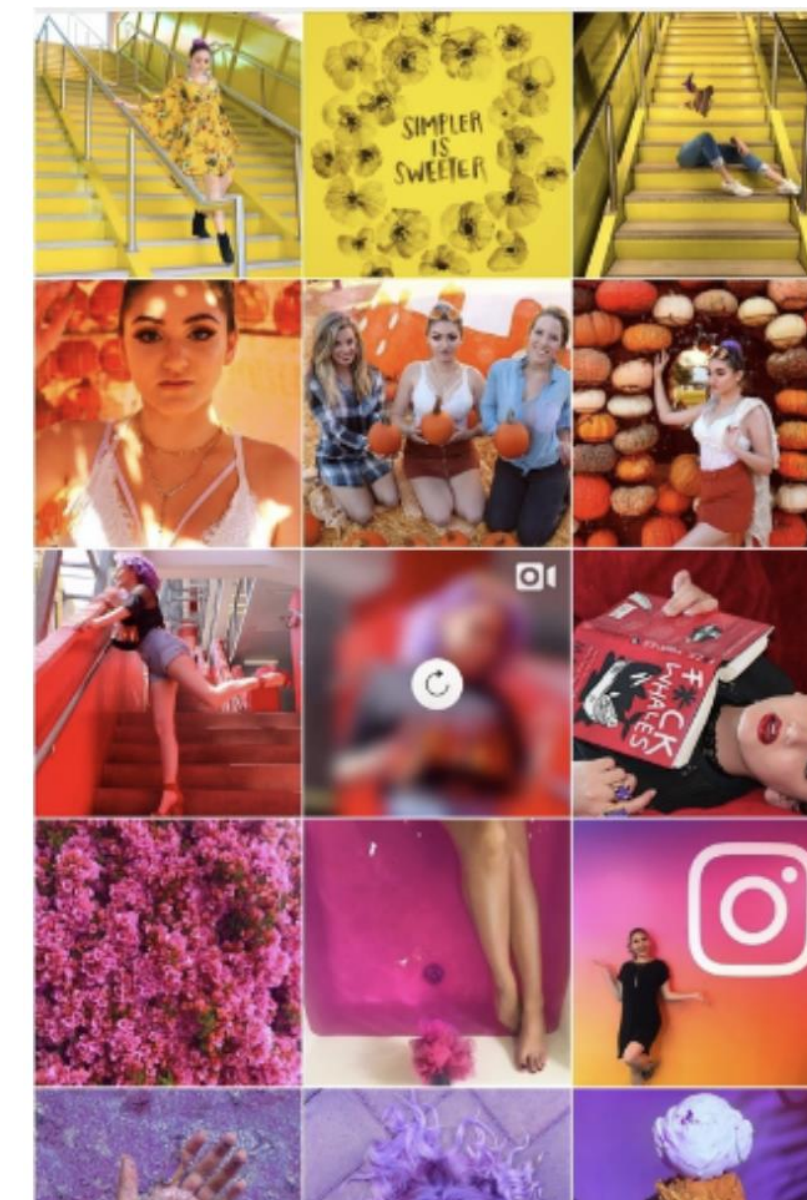
- Stick to a consistent colour palette or image filter, particularly across your IG feed
- Create a template that uses your brand colours/fonts/logo to make it easier for you and your team to refer to
- Choose an aesthetic & stick to it
- Get creative



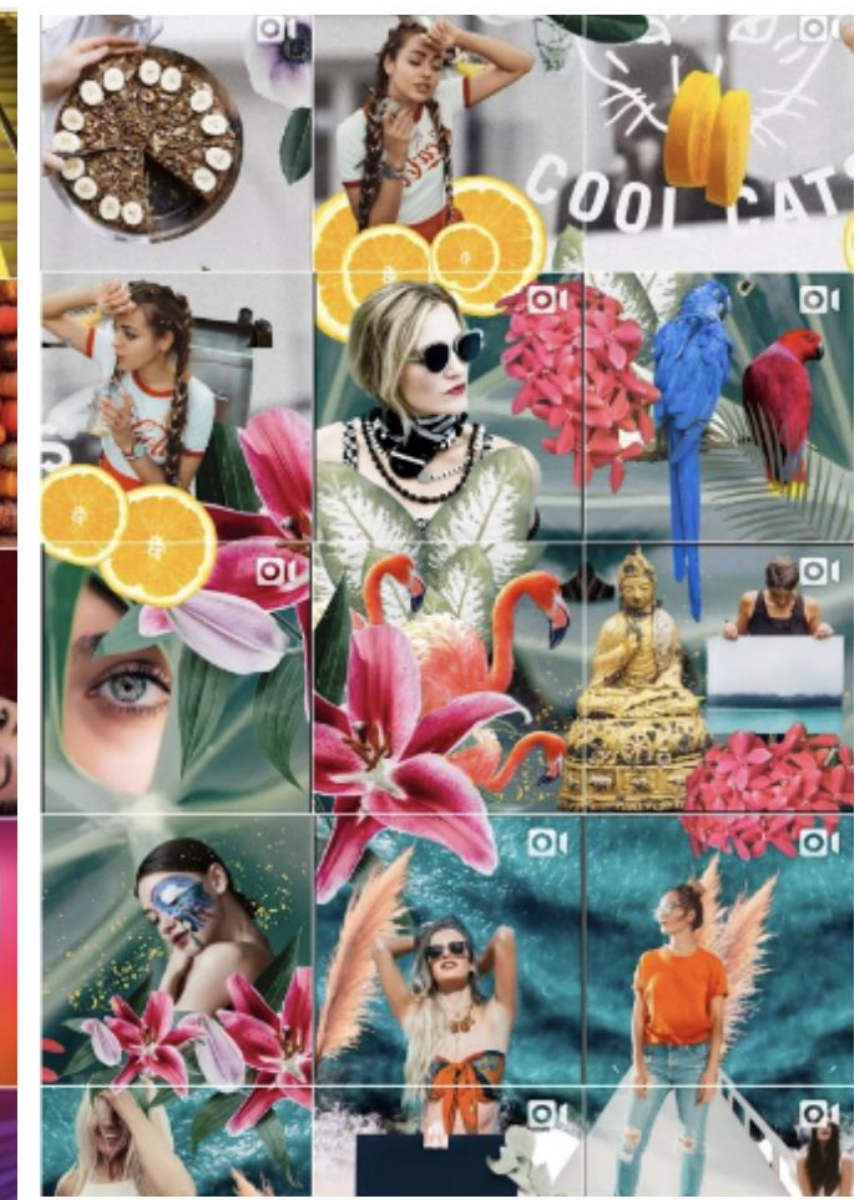
Diagonal



Quote Diagonal



Colour Flow



Puzzle/Scrapbook



# Checklist

- ✓ Is the image high quality & framed well? Will it catch peoples attention & be thumb stopping?
- ✓ Is the content relevant, of interest to our target audience & timely?
- ✓ Is the content mobile-friendly
- ✓ Is the content following the relevant aspect ratio?
- ✓ Does our copy fit within our tone of voice?
- ✓ Does the content have less than 20% text?

