

# Note in the Pocket Social Media Guide



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# Instagram

## Why Use Instagram?

Instagram is used to showcase the highlight reel of the owner of the account mainly through pictures and videos

### How Often Should you be Posting?

#### Main Feed

- Every day to every other day
- Too much posting can annoy followers
- Not enough and they may forget about you

#### Story Posts

- As often as you can!!
- Don't go overboard, 3 or 4 a day is plenty unless there is a special occasion

### Types Of Posts

#### Pictures of People

- Gives a face to NITP that people can connect to
- Should be most common type of post

#### Pictures with Graphic Elements

- Adding text or shape to a picture can add diversity to feed
- Too much and the viewer is overwhelmed
- Not enough and the graphic elements feel out of place

#### Graphics

- Conveys small amounts of information in a captivating way
- Use sparingly as to not overwhelm followers with information
- Guide to graphics on pg. 6

### Types Of Posts Cont.

#### Videos

- Fun way to engage followers
- Use sparingly so followers do not start to skip over them
- Can repost TikToks on Instagram feed
- Guide to videos on pg. 7

#### Story Posts

- Repost what people tag NITP in
- Can post time sensitive info
  - "Come to NITP tomorrow at 4!"

### Captions

#### Length

- Shorter is better!
- People will not often read long captions, especially if they have to click the more button to see it all

#### Emoji Use

- Stay away from Emoji's
- They can make content seem silly

#### Punctuation Use

- Use sparingly and only if needed
- '?' and '!' are ok, but avoid '' as many Gen-Z social media users see periods as aggressive

Overall Note in the Pocket does a good job at utilizing its Instagram, but there is room for improvement in terms of amount and quality of pictures and people, and the cohesiveness of the page especially in terms of graphic use

# Twitter

## Why Use Twitter?

Twitter is used to showcase the personality of a brand with short text and images

### How Often Should you be Posting?

#### Tweets

- Roughly 2 times a day
- Keeps followers engaged
- Won't overwhelm them

#### Retweet

- Any relevant posts
- No set number

#### Tweets with Graphics

- Roughly 1/2 of Note in the Pocket's tweets should also have a graphic or picture

### Details of Posts

#### Tone

- Informative, tell followers information that is relevant to Note in the Pocket
- Loving and concerned, show that Note in the Pocket cares

#### Length

- As short as possible while still getting the point across
- Twitter has a max of 280 characters per tweet

Note In the Pocket has a Twitter account with a decent following that was used up until April of 2021. The account was utilized well with short informative Tweets and graphics. The main improvements that could be made are posting more often and posting occasionally without a graphic. This account should be brought back to reach a wider audience and allow followers to get to know Note In the Pocket.

# TikTok

## Why Use Tik Tok?

TikTok is used to showcase the personality of a brand with short video clips. TikTok especially appeals to Gen-Z

### How Often Should you be Posting?

#### TikToks

- 1-3 times a day
- As long as Note in the Pocket is posting consistently, videos will be more likely to appear on people's For You Pages (FYP)

### Details of Posts

#### Type of Content

- Gen-Z likes funny relatably content
- Follow TikTok trends and think about how they can apply to Note in the Pocket

#### Captions

- Caption should be short
- If it is cut off because it is too long, people are less likely to read it
- Use lots of hashtags to increase chances of showing up on peoples FYP

- Note in the Pocket does not currently have a TikTok page. Creating and maintaining a TikTok account would be a great way to reach members of Gen-Z in the Triangle and encourage them to donate their clothes or volunteer. Making funny, relatably content is the most important part of managing a TikTok account.

# Guide to Graphics

## Why Use Graphics?

Graphics are used to convey small amounts of information in a captivating way

### Branding Guide

#### Colors

- Use the colors in the Note in the Pocket branding kit
- Wanting to use other colors? Reevaluate the branding kit colors!
- Only exception is Logos of organizations Note in the Pocket is partnering with

#### Layouts

- Have templates for graphics you post a lot: Urgent Need, Clothing Drive, Etc.
- Easy to create and saves time
- Creates a more cohesive feed

#### Fonts

- Use the fonts in the branding kit
- Want to use other fonts? Reevaluate the branding kit fonts!

\*\*\*The goal of the branding kit is to give strict, easy-to-follow guidelines for Note in the Pocket content. This will allow Note in the Pocket to have their own brand and allow for cohesiveness on social media and the website.\*\*\*

### Platforms

#### Canva

- User friendly and intuitive for beginners
- Free version
- Does not allow for customization of elements

#### Adobe Illustrator

- Not intuitive but becomes easy with practice
- Not free
- Graphic design industry standard
- Allows customization so graphics can be exactly how Note in the Pocket wants them

### Content

#### Information

- Small amounts of information viewers can understand and remember
- Charts and graphs can help explain numbers

#### Elements

- Use elements from branding kit such as wireframe socks and jackets
- Avoid elements outside of the branding kit

Note in the Pocket does a good job of utilizing graphics, however many of them are not cohesive which can disuade followers. Keeping to the branding elements and templates will help accounts feel more cohesive.

# Guide to Videos

## Why Use Videos?

Videos can be used so the viewer can develop a better connection with the brand and so more information can be conveyed

### Content

#### Music

- Find a song that fits the vibe of the video
- Once a song is picked, google has great youtube to mp4 file converters

#### Speaking

- If someone is speaking, mic them to prevent background noise

#### Editing Strategies

- Edit to the beat of the music
- Make sure the footage is the right direction (Horizontal v Vertical)

### Platforms

#### iMovie

- Free on apple devices
- User friendly
- Does not allow for detailed editing and color correcting of footage

#### Adobe Premiere Pro

- Not free
- Not intuitive but becomes easy with practice
- Allows for detailed editing for custom videos

Note In the Pocket has begun to use some video branding efforts on their Instagram, however some of the video footage was shot in the wrong direction causing there to be a black background in the video. Additionally there are some editing issues and issues with sound quality when there are speakers.