

Social Media Brand Guidelines

This guide is intended to be a resource for posting to Facebook, LinkedIn, and YouTube with recommendations, best practices, and additional resources.

Links:

[Facebook](#)

[LinkedIn](#)

[Youtube](#)

Best Practices

Engagement

- Like, Comment, Share – engage with the community every day
 - Comment on shared posts. “Thanks for the share” no need to do it for likes
 - Follow our partner organizations
- Evaluate/measure metrics monthly
 - **Baseline Metrics (prior to March, 2025)**
 - Average likes: <20 (~10-15)
 - Average shares: <10 (~2-5)
 - Followers: 1,200 (as of 3/12/25)
- Engage followers with questions/comments to participate in posts
 - Turn on and off comments as needed
 - Hide specific comments if necessary
 - Best to have someone watch and monitor the comments

Posts

- 2-3 times a week
- Tag as many relevant organizations as possible to make it easy to reshare
- Share posts to stories to increase visibility
- Feature the logo on all graphics to reflect branding
- Always use a visual, e.g. Canva graphic, photo, etc.

Best times to post on Facebook

- **Mondays** from 9 a.m. to noon
- **Tuesdays** from 9 a.m. to 2 p.m. and 5 p.m.
- **Wednesdays** from 9 a.m. to 3 p.m. and 5 p.m.
- **Thursdays** from 8 a.m. to 2 p.m. and 5 p.m.
- **Fridays** from 9 a.m. to 11 a.m.

Best times to post on LinkedIn

- **Tuesdays and Wednesdays** from 10 a.m. to noon
- **Thursdays** at 10 a.m.

- **Avoid** weekend posts on LinkedIn

Process

- Olivia develops content using Canva, posted to Google Docs
- All content must be reviewed/approved by the DDRB Executive Director in advance
- Only approved administrators can post
- Content can be scheduled for posting in advance, once approved

Content Ideas Facebook

- Look ahead to upcoming months and recognized “days” to highlight current events (e.g. World Down Syndrome Day); including “National Women’s Day” and general holidays
- Share opportunistic moments when possible (events, PR, broadcast, etc.)

Content ideas LinkedIn

- Business post: promoting DDRB, what they do, who they are, services they provide
- Reuse content from Facebook: funded agencies, about DDRB, who is DDRB
 - Culture / employment
- Target current and potential funding agencies
- Share opportunistic moments when possible (events, PR, broadcast, etc.)
- Tone & voice: serious / formal

Captions

- Captions should be short versus lengthy
- Emojis- screen readers are unable to read emojis; use them in moderation
 - Best to put it at the end of the content and not in the middle of the content or replace words
- The first letter of a word for hashtags should be capitalized for legibility: #WeAreDDRB
- Alt text or photo descriptions
 - **Alt text:** a short, concise text description of an image. The alt text should still accurately convey the content and function of an image.
 - Video on how to with Alt text on Facebook
 - <https://www.youtube.com/watch?v=5AMMdi5CH3I&t=137s>
 - **Image description:** a more detailed description of an image is provided.. On a social media platform, it would be in the body of your post.

Example Image Description:

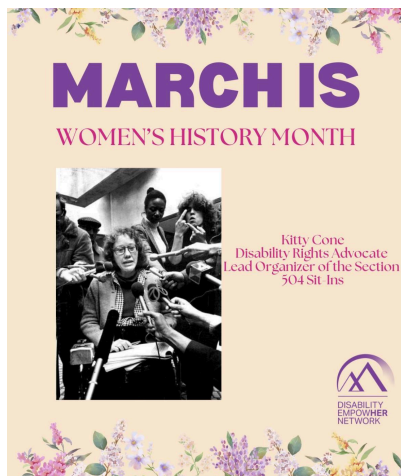


Image Description: A floral motif surrounds the words, "March is Women's History Month; Kitty Cone, Disability Rights Advocate, Lead Organizer of the Section 504 Sit-Ins". A black and white image of a white woman with curly hair and glasses who is a power wheelchair user talking to reporters accompanies the text. The Disability EmpowHer Network logo is in the lower right-hand corner of the image.

Graphics

- Color contrast is important
- Choose a color scheme that provides high contrast between the text and the background. If you have a dark background, the text should be light, and vice versa.
- Avoid the following color combinations:
 - Green and red (or related colors)
 - Blue and yellow (or related colors)
- Use larger text and simple fonts. Sans serif fonts are preferable.
- Avoid graphics with white text and black outlines with a busy background for legibility
- Use bold instead of color for emphasis.
- Text can be difficult to read on photographic or gradient backgrounds. The text should be against a solid background.
 - [Accessible Brand Colors](#)
 - [Color Contrast Analyzer](#)
 - [Color Blind Tool](#)
- Include captions on all videos/reels
- Feature real images of real people to represent the community more accurately
 - [Repository](#)
 - *Include link to waiver*

Additional Resources:

- <https://sproutsocial.com/insights/facebook/>
- <https://sproutsocial.com/insights/social-media-best-practices/>
- <https://www.accessible-social.com/>