



ALLEN
NEIGHBORHOOD CENTER

Social Media Guide

In this guide:

This brand guide provides resources to ensure effective social media communications. Social media is an effective tool that allows us to inform and interact with the community of Allen Neighborhood Center.



Content

This guide provides ways to promote the **consistency** of our brand identity.

Editing Photos	4-5
Keeping A Consistent Voice	6-8
When to Post	9
Logo Usage	10
Engagement	11
Social Media Template	12-14
Brand Consistency	15
Instagram vs. Facebook	16-18

Editing Photos

Take advantage of the colors in the images. Edit them to be bright and vibrant **BEFORE** applying the logo.

Quick Edit:

- + Brightness
- + Saturation
- +/- Contrast depending on image lighting
- +/- Highlights and shadows depending on image lighting
- - Warmth (yellow/red tones)
Increasing saturation may make the image disproportionately warm.

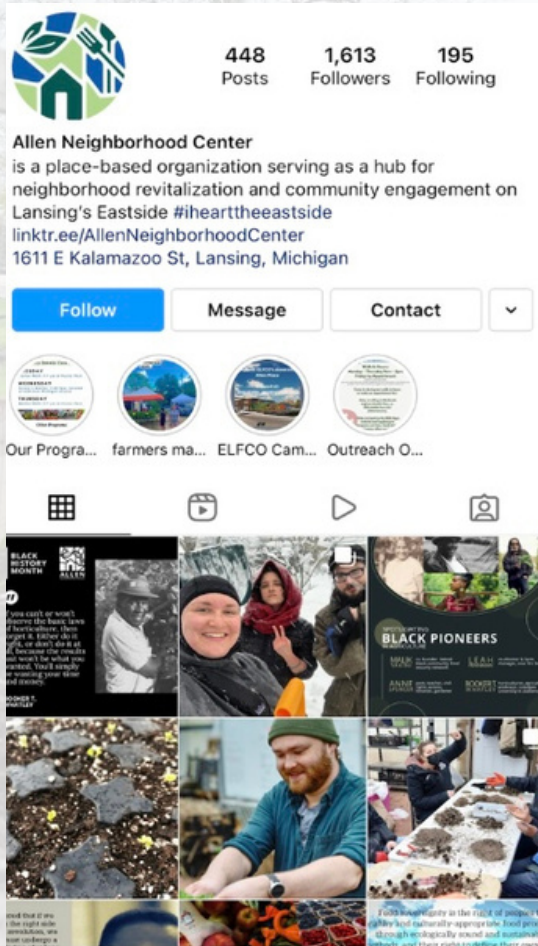
Before:



After:



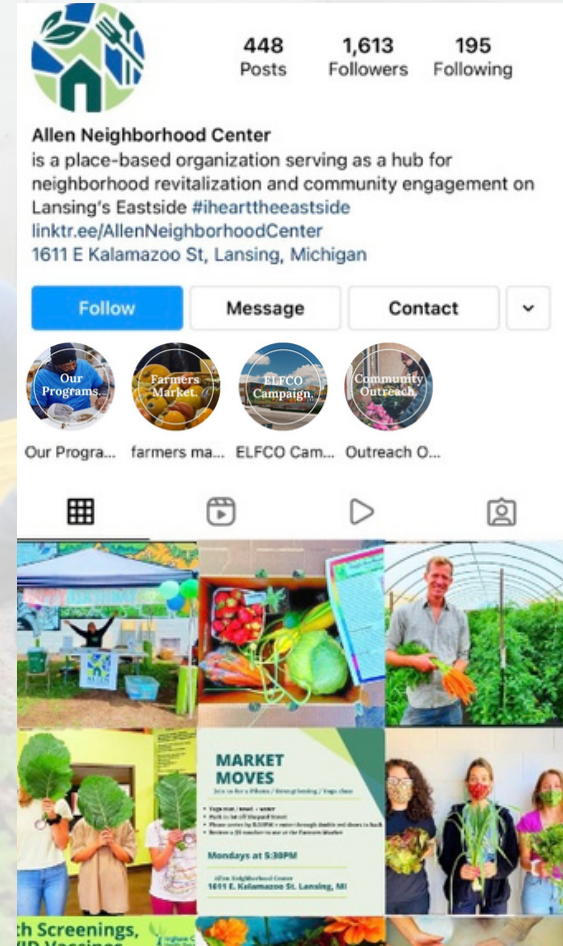
It makes a difference.



BEFORE



AFTER



448 Posts 1,613 Followers 195 Following

Allen Neighborhood Center
is a place-based organization serving as a hub for neighborhood revitalization and community engagement on Lansing's Eastside #ihearttheeastside
linktr.ee/AllenNeighborhoodCenter
1611 E Kalamazoo St, Lansing, Michigan

Follow Message Contact




Our Progra... farmers ma... ELFCO Cam... Outreach O...



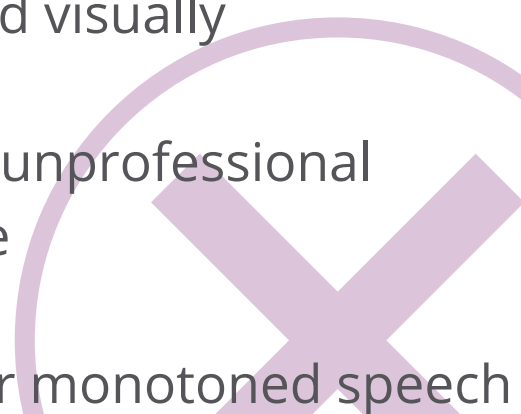
Keeping a Consistent Voice

Captions & Wording

Do:

- Be concise
 - Correct grammar and punctuation
 - Friendly, warm, and inviting language
 - Easy to read and accessible to all
- 

Don't:

- Long, unnecessary verbiage that could otherwise be portrayed visually
 - Slang or unprofessional language
 - Boring or monotoned speech
- 

DO:



allenneighborhoodcenter We so appreciate and admire the hundreds of folks who volunteer with us each year - the community leaders who make the health and connectivity of the neighborhood a personal commitment. These are the people who truly encapsulate what it means to share responsibility for our communities.



allenneighborhoodcenter It was a beautiful day to replace a greenhouse roof! ☀️ Thank you so much to all our neighbors who showed up to help!! ❤️ Our toasty warm plants are forever grateful. 🌱



allenneighborhoodcenter Today and every day we're thankful for our volunteers! Our services rely completely on the 500+ neighbors whose abundant skill and empathy help further our goal of building community solidarity and food sovereignty. ❤️

DON'T:



allenneighborhoodcenter Meet our newest team member, Hunter Park GardenHouse Assistant Manager, Tom Martin!

Tom came to Lansing in 2017 to serve as an AmeriCorps member with the Ingham County Landbank's Urban Garden Program. He spent two service terms working hand-in-glove with service members and staff at ANC and the Greater Lansing Food Bank, while forging precious relationships with Lansing's various non-profits and the residents that they serve. Throughout his period of service, he came to fall in love with Lansing. Soon, he was married in Lansing, had purchased a home in Lansing, and even convinced his closest friends to relocate here.

Tom will oversee our free-to-all, you-pick community garden and orchard, Edible Park, and assist with production tasks in the main farm, where crops are grown for sale to Veggie Box CSA program. Tom will also be expanding our agritourism focus with projects like additional garden signage, regular public events in Edible Park, and coordination of farm tours and volunteer events.

"I can no longer separate myself from this city, nor do I wish to. As I continue to cultivate my personal and professional life, I hope to focus my efforts on improving the health and prosperity of my neighbors."

We're so excited to have you, Tom! ❤️



TRY THIS:



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New Caption:

We're so excited to have you, Tom! ❤️

When to Post

Giving yourself a timeline

A **consistent** posting schedule is vital to keep the community engaged. Here, we provide an example that can act as a basic outline to keep you on track. Use something similar to fit social media posting into your schedule!

MON	WED	FRI
Instagram	Facebook	Instagram
PHOTO	INFO. GRAPHIC	STORY
Allen place photo of friends etc., etc.,	Farmer's market graphic... etc., etc.	Market Walk poll and info. etc., etc.,



Logo Usage

It is important that the audience can not only easily **access information**, but also **distinguish ANC** through these digital platforms. The ANC logo is the easiest and most effective way for the audience to distinguish the organization.

Do:

- Use a logo color that will aesthetically coincide with a color in the image
- Place the logo in an empty space to make an image look more balanced

Don't:

- Cover people's heads with the logo
- Cover important subjects of the image with the logo
- Put the logo over a similar color to itself

Engagement

Interacting with your audience

We are a community-based organization. Engaging with our social media audience is vital.

Reposting:

Stories: On FB/Instagram, there are features that allow us to post user-generated content on our page if we are tagged. Show some love and appreciation for ANC community members!

Posts: Facebook allows us to share others' posts about ANC. When a community member posts and it coincides with ANC's identity, share it!

Commenting:

Instagram: Reply to comments to show appreciation or answer any questions

Facebook: Facebook allows us to quickly react to comments, making engagement very easy.

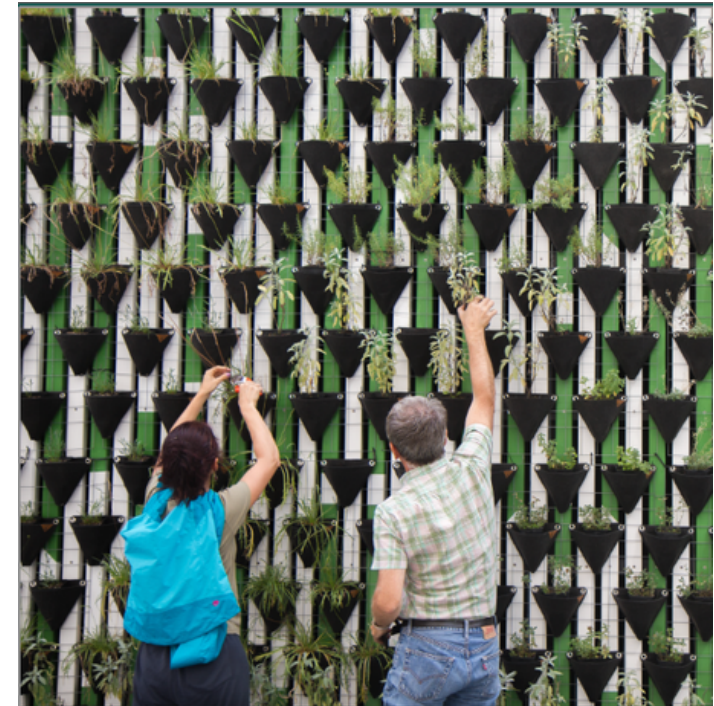
Social Media Template Usage

Stories

Stories are a feature that allows us to post information that will disappear within 24 hours. It provides quick and easy-to-access information to audience members.

Instagram Stories: When using a stories template, use a more spacious design to allow the addition of stickers, music, or polls which are all features of Instagram.

Facebook Stories: Stories posted here have the same features as Instagram, but keep in mind that the **audience is usually older**. Story content should target that demographic.



**Event headline
goes here.**



Event details go here
{Date & time}



Social Media Template Usage

Posts

There are typically **two** types: **Informational** and **visual**. See the "Choosing A Template" page to decide which template to use.

Instagram Posts: Use square templates and images only. These can be posted to Facebook simultaneously.

Facebook Posts: Any size or variation of images works. Keep in mind that Facebook displays all images posted at once in a collage.



Choosing a Template

A few things to consider...

Text-based Template

For posts that are an announcement or overall informational

Tips:

- Information should stand out, like times, dates, addresses, etc.
- Split up information in multiple graphics if there is a lot of text.
- Make the first text-based graphic more visual compared to the second graphic in the sequence where you can add more text.

Border Template

For posts that are a photo or overall visual

Tips:

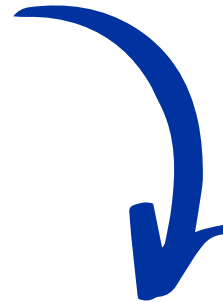
- Edit the photo **BEFORE** inserting it into the template.
- Use a border color that may appear in the picture, or aesthetically enhances the photo.
- Don't let the logo cover an important part of the photo, like a person.

Brand Consistency Across Media

Farmers Market vs. Allen Place

We have a wide variety of programs available for the community. With these opportunities, it is vital to maintain brand consistency across all media shared. With consistency, audiences can identify our brand across different media and branded accounts.

For example: Placing our **logo** in a post will allow audience members to immediately associate the post with our brand across any of our media platforms.



Even though the content in each example is different, the logo helps tie each to our brand!

Facebook vs. Instagram

Thematics for each platform

There are different uses based on the target audience(s) and platform purpose. For example, **Instagram users are typically younger than those who use Facebook.** Instagram content should cater to that audience.

- **Clear:** Use short, simple words and separate text with line breaks.
- **Concise:** Use emojis to quickly create a sense of brand personality
- **Compelling:** Use a CTA (call to action) to tell visitors what they should do next
- **Link:** Use a URL shortener like <https://bitly.com> to shorten links

User-Generated Content

- Share posts on your community page when a user mentions you
- Create a photo album for your followers/participants

Profile Image

- Use one of the ANC social media logo .pngs



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Facebook

Purpose

- Reach larger audiences in different age groups
- Attract potential partners and participants
- Distribute lengthy/detailed information
- Content is sharable and discussible
- Share events, dates, and announcements

Cover image

- Use a photo/video to showcase our brand identity
- For videos, make sure the ending of the video is a static image with information rather than a blank screen
- Don't use a lot of text (avoid posting lengthy event info here)

Sidebar

- Customize tabs to answer questions that audiences might have before joining or donating

Videos

- Caption videos! Many Facebook users will watch the video with sound off
- When posting a video, be sure to choose “auto-play sound”





Instagram

Purpose

- Focus on the younger generation
- Content should be fun, surprising, and positive
- Use “Story,” “IGTV” and “Highlight” for the behind-the-scenes content
- Best platform to share the spontaneous on-location photos/footage

Videos

- Set the video cover image with the best still frame from the video. Make sure it is unique from surrounding posts so it doesn't look repetitive
- Videos should be designed to be viewed with sound off
- Make sure videos are captured in good lighting and are not too dark

Photos

- Tag people/organizations if applicable





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