

SOCIAL MEDIA STYLE GUIDE CASE STUDY

Ashley Stewart
Fall 2019



TABLE OF CONTENTS

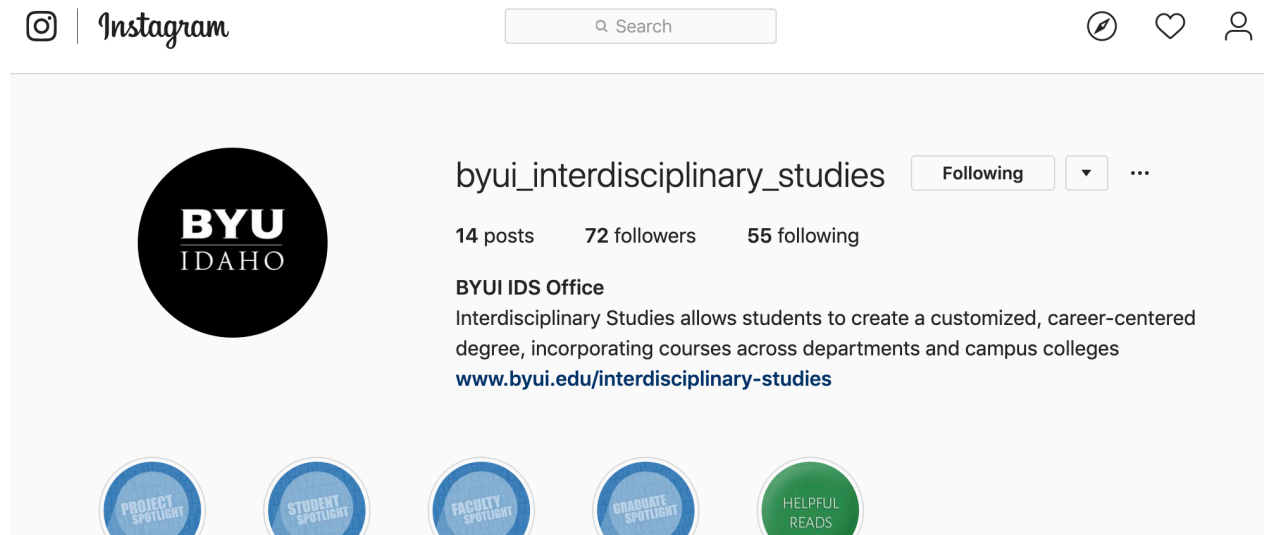
Problem.....	3
Solution.....	4
Approach.....	5
Learnings.....	6
Content Calendar....	6
Highlight Covers.....	9
Templates.....	12
Style Guide.....	14
Contact.....	16





THE PROBLEM

The BYU-Idaho Interdisciplinary Studies Department recently started an Instagram page for their department. They are also currently running an advocacy campaign. Because those who run the social media accounts aren't professionally trained in Social Media use in connection with brand awareness, I wanted to provide them with a set of guidelines and resources they could use to have well-branded pages and a cohesive style guide.



THE SOLUTION

I began by interviewing the secretary of the IDS Department to get some information on the campaign in order to keep their objectives in mind while working. I decided to provide them with:

- A Content Calendar including captions, hashtags, daily themes, and visual content ideas
- A Social Media Style Guide & posting suggestions
- Instagram Post and Story Templates
- A Facebook Post Template

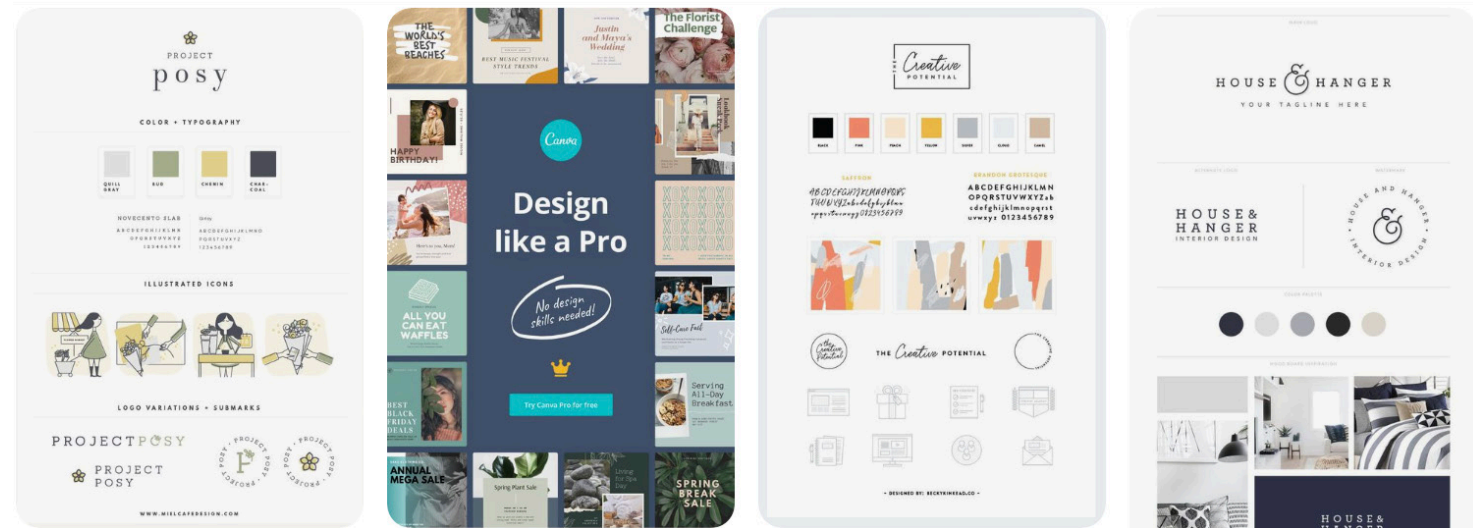
Interdisciplinary Social Media Campaign

1. What are the objectives of the campaign?
A: The objective of the campaign is to raise awareness of the Interdisciplinary Studies Degree and possibly have people change their major.
2. What is the uniqueness you are trying to make your audience aware of?
A: The phrase we are using now is “Customize your Degree”, we mostly post things that talk about bridging the gap and integrating knowledge.
3. Who is your audience?
A: Our audience consists of people who haven’t declared their major or those who are declared “General Studies”. (Mainly freshmen)



APPROACH

Initially, I wanted to focus on the content calendar. However, after some professional guidance, I changed my direction to actually creating and providing resources that the BYU-Idaho Interdisciplinary Studies Department could use if they decided to do so. In order to do that, I first created a “mood board” on Pinterest regarding ideas for a style guide layout.








LEARNINGS - CONTENT CALENDAR

After coming up with some ideas for the Style Guide, I moved onto the Content Calendar. My instructor provided me with a robust template, but I did change some aspects of it in order for my client to have a clear understanding of the capabilities of this calendar as well as its organizational benefits.

January			
Monday, Dec 30,	Tuesday, Dec 31,	Wednesday, Jan 1,	Thursday, Jan 2,
		Upcoming Events	Faculty/Mentor Spotlight
		Instagram & Facebook	Facebook
			None this week
		Happy New Year! What are you most excited about for this upcoming semester? #byuidids #byuidaho #interdisciplinarystudies #wintersemester2020	n/a
		Post	Post
Monday, Jan 6,	Tuesday, Jan 7,	Wednesday, Jan 8,	Thursday, Jan 9,
Motivational Quote	Tuesday Tricks	Upcoming Events	Faculty/Mentor Spotlight
Instagram	Facebook	Instagram & Facebook	Facebook
Quote about success	Show the crossroads daily deals		

Daily Content Plan	
Monday	Motivational Quote
Tuesday	Tuesday Tricks
Wednesday	Upcoming Events
Thursday	Faculty/Mentor Spotlight
Friday	Helpful Reads
Saturday	Student Spotlights
Sunday	

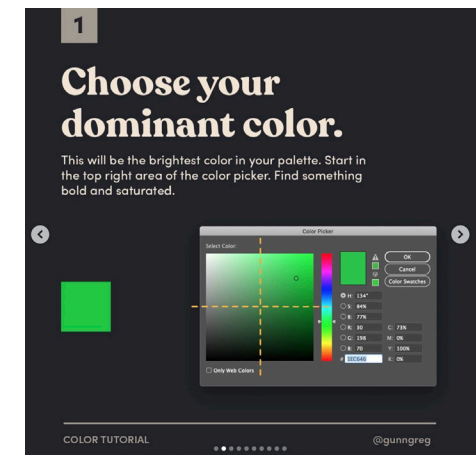
LEARNINGS - CONTENT CALENDAR

	A	B	C	D	E	F
						
	Capstone	Our Stud...	Our Faculty	Spotlights	Helpful	
	Theme	Post or Stories?	Hashtag(s)	Resources Needed		
Monday	Quotes	Post	#motivationMonday	Quote Template		
Tuesday	Tips/Tricks		#tuesdaytipsandtricks	Tips and Tricks Template, lightbulb icon		
Wednesday	Upcoming Events/Workshops		#idsworkshops #byuiworkshops, #wednesdayreminders			
Thursday	Faculty Spotlight		#facultyThursdays			
Friday	Helpful Reads/FAQ		#helpfulFridays			
Saturday	Student Spotlight	Stories	#spotlightsaturday, #idsstudent			
				New highlight template		
				Current common Hashtags		
				#interdisciplinarystudies, #byuidaho, #idsmajor, #byuiIDS, #studentspotlight, #daretodeclare, #byuidaretodeclare, #interdisciplinary, #idsoffice, #byuidsoffice,		

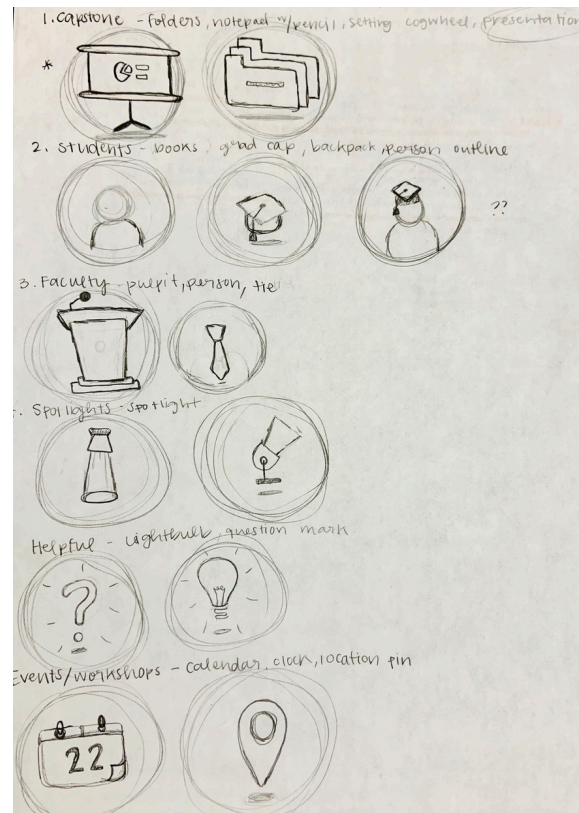
What helped me with my hashtag ideation was actually related to another project I was working on with Social Media. I re-purposed the daily theme idea from that project, and applied it to this Social Media project. The names of my hashtags came from these daily themes. I took a screenshot of the current highlights to think of resources I could create.

LEARNINGS - COLOR SCHEME

To begin designing, I needed a cohesive, professional, and young feel of colors. I was referred to @thechrisko on Instagram and his tutorial on choosing a color scheme. I based the color scheme based on the green that the department was already using regularly.



LEARNINGS - HIGHLIGHT COVER SKETCHES



There were only a few elements that I needed to sketch, the rest I just needed to gather. I used the current social media account highlights to reference what I would be designing. I tried to represent each highlight visually with something that would actually connect with their audience.

LEARNINGS - DRAFTING

This particular design was challenging. One individual pointed out that my text would be redundant since Instagram already had labeling functionality. Another individual helped me extend the shadow. With these helpful critiques, I was able to complete this one to the style that I wanted without compromising quality.



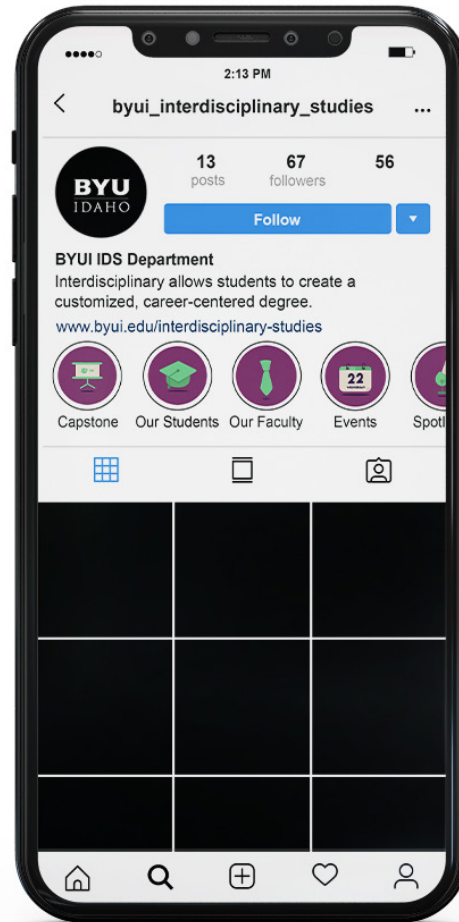
Draft



Final

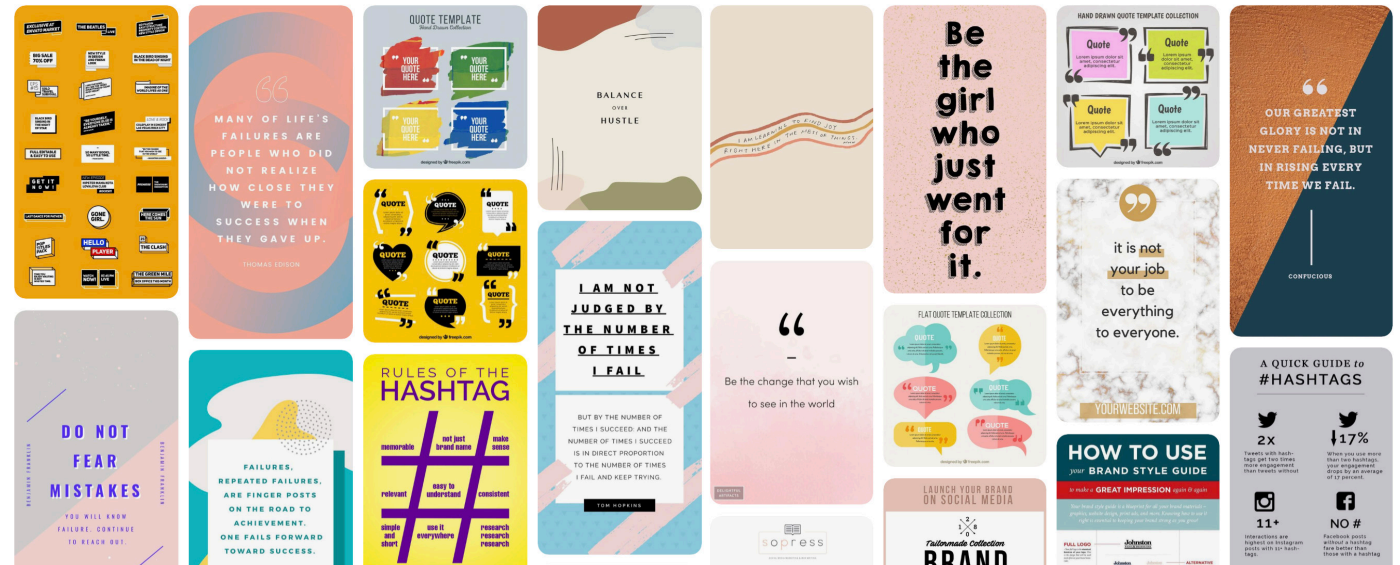
LEARNINGS - COMPLETED SET

These were the rest of the set that I completed for the Instagram highlight covers. I also created a mockup for the client so they could actually see what these would look like on the Instagram profile.



LEARNINGS - TEMPLATES

I began by starting a mood board for these templates. I was mostly looking for post templates for motivational quotes. I was still trying to remember the audience: students that were undeclared or declared as “General Studies”. I was mostly looking here for Instagram posts.



LEARNINGS - MOCKUPS

When creating professional materials, I've learned that it's beneficial to put things into a mockup, it's a great presentation of your work.



Instagram Post



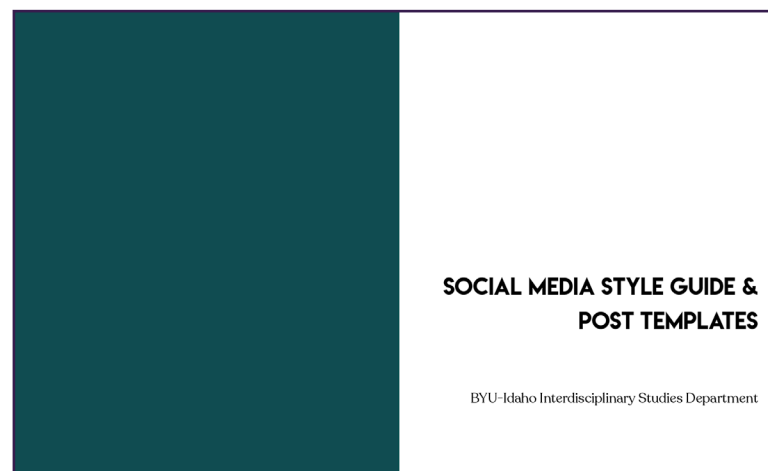
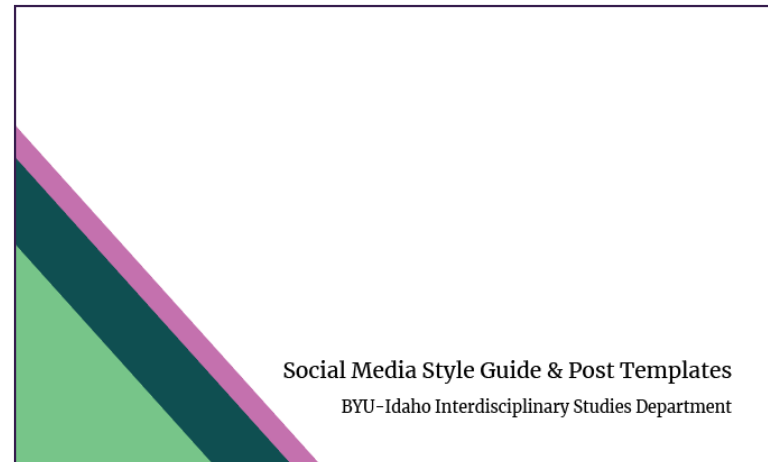
Instagram Story Post



Facebook Event Post

LEARNINGS - LAYOUT

Initially I struggled coming up with a design that would appeal to the given audience. However, once I realized that the design of this style guide was for the client and not for the audience, I focused on that audience instead. The first image here was my first design, the second is the final.



LEARNINGS - STYLE GUIDE

Since there is a larger entity that does control some portion of the appropriate branding for this kind of social media, I wanted to make sure that I included the University branding that may also be applicable in the case of some University sponsored events.

GENERAL UNIVERSITY BRANDING GUIDELINES

COLORS

When using University colors, it is required you use exact colors. Different ways to retrieve these colors are listed here. For more questions about University color requirements, please visit byui.edu/branding/color-guide.

ONLINE FONTS

Online Font titles should be used in Merriweather font, body copy should be used in Open Sans font, and other approved fonts are available if those are not accessible. All Online publications should use these fonts. For more questions about University font requirements, please visit byui.edu/branding/font-guide.

CMYK: 80, 46, 7, 0
RGB: 54, 124, 181
HEX: #377bb4

CMYK: 0,0,0 0
RGB: 255, 255, 255
HEX: #ffffff

CMYK: 0, 0, 0, 100
RGB: 1, 1, 1
HEX: #000000

Merriweather
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Open Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789



CONTACT

maeashh@gmail.com

Instagram: [@ashleystewphoto](https://www.instagram.com/ashleystewphoto)
fashioneddetail.wordpress.com

[linkedin.com/in/ashley-stewart-1ab64110a/](https://www.linkedin.com/in/ashley-stewart-1ab64110a/)