



# Social Media Toolkit

Town of Sylvan Lake

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# OVERVIEW

- Toolkit: a **set of assets** to support your digital presence (sized for social media)
- Includes:
  - Three **customizable captions** to suit your needs
  - Style guide for in-house teams to build more content
  - Social media best practices
  - Scheduling
  - Target audience details



# TARGET AUDIENCE

• Is seeking affordable housing and has a desire for bigger, less expensive homes

• Has a desire for low-density neighbourhoods with more green space and less traffic.

• Wants to improve their personal health, wellness, overall mental health and quality of life

• Ages 29-44, perhaps with young kids

• Has the ability to work remotely and values work-life balance

• Enjoys beautiful and diverse scenery, while experiencing all four seasons

• Appreciates the proximity to the mountains

• Interested in slow, intentional, sustainable living

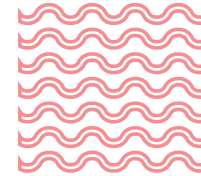


# SYLVAN LAKE CAMPAIGN MESSAGE PILLARS



## Livability

- Affordability
- Proximity



## Openness

- Surrounded by nature
- Less traffic, less chaos

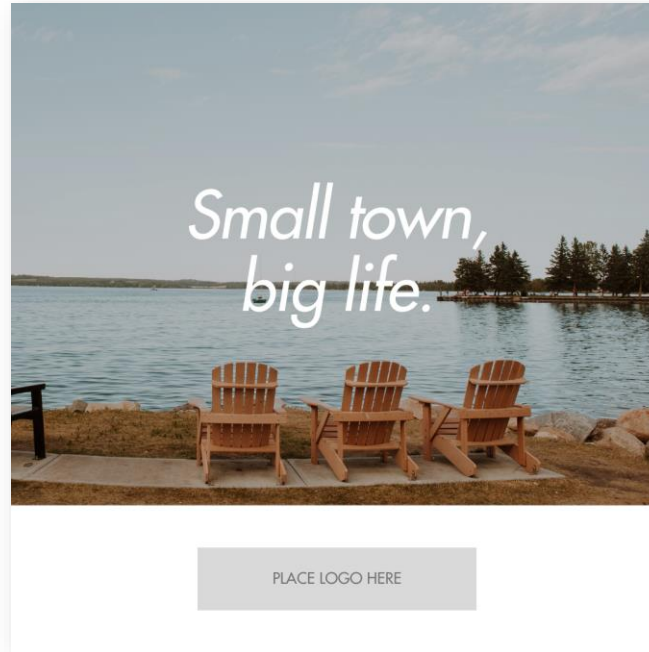
# ASSET 1

Sylvan Lake: a small-town community with big city opportunities.

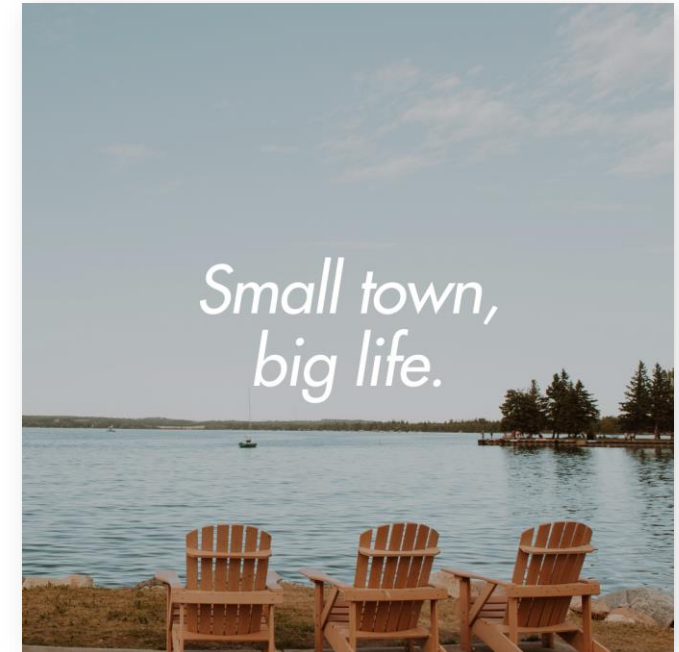
Buy your home for under \$400,000.

See available houses for sale here.

*(135 words)*



Option 1: With logo placeholder



Option 2: No logo placement



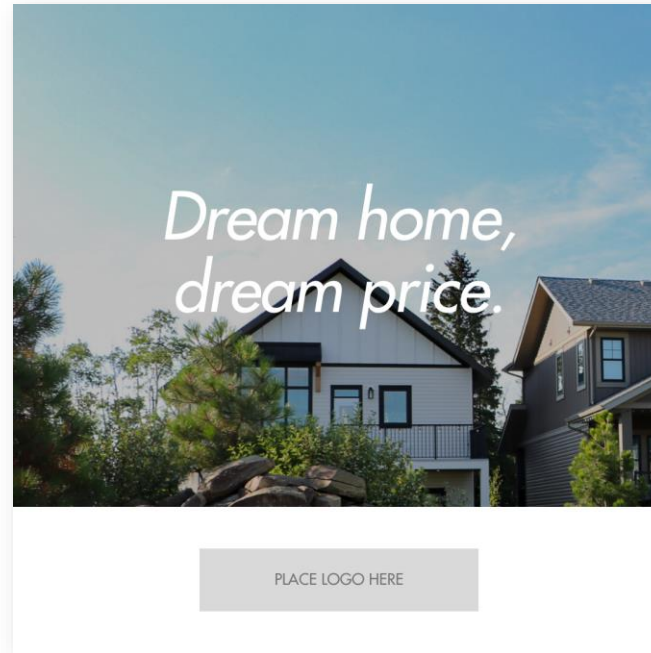
## ASSET 2

52% of Canadians who relocated say that their mental health has improved after moving to a smaller community.

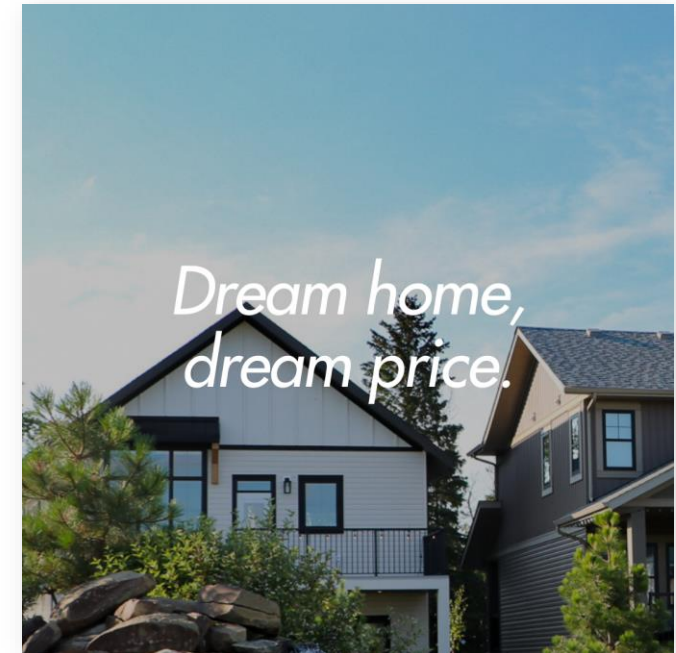
Escape the hustle.

Discover affordable new homes for sale here in Sylvan Lake.

*(185 words)*



Option 1: With logo placeholder



Option 2: No logo placement

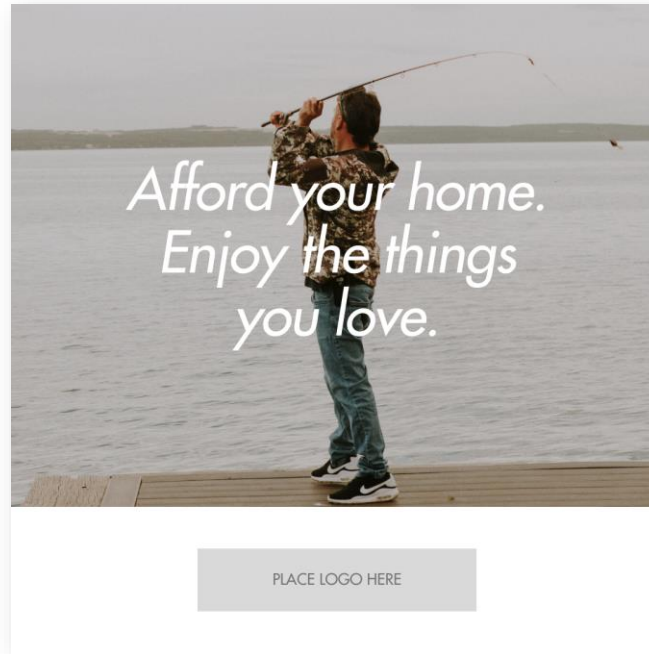
## ASSET 3

Your first home doesn't have to cost you a fortune.

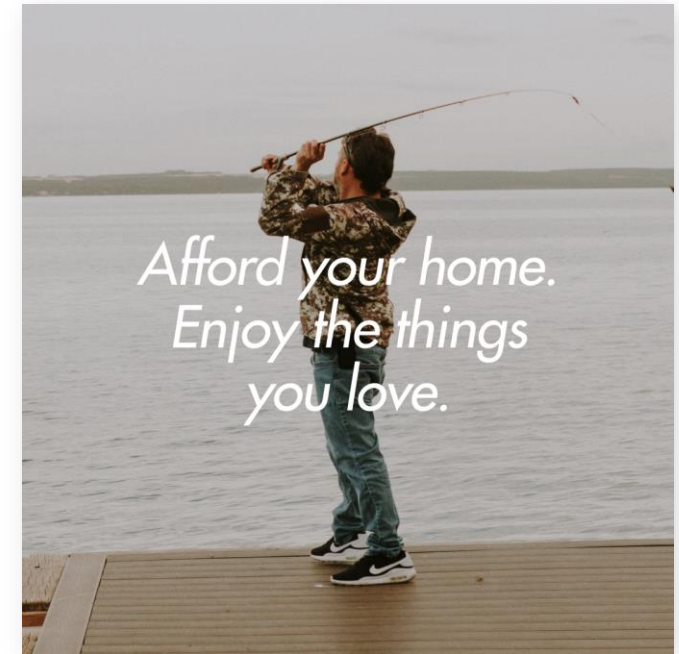
Home to more than 16,000 people, Sylvan Lake is a vibrant community right by the water.

See available houses for sale here *[OR "link in bio"]*.

*(175 words)*



Option 1: With logo placeholder



Option 2: No logo placement



# EXTRA

*Customizable caption*



Option 1: With logo placeholder



Option 2: No logo placement

# SUGGESTED POSTING SCHEDULE

## START DATE

February 1, 2024

## END DATE

June 29, 2024



# STYLE GUIDE

1. Typography
2. Photography
3. Overlay





# TYPOGRAPHY

## STYLE

The font for headlines is Futura Medium Italic.

## COLOUR

Text should always be white.

## LENGTH

Headlines should be between 20 and 50 characters in length.

## SIZE

Type size should be between 70 and 100pts on artwork of 1080x1080px or 1920x1080px.

Leave a healthy margin size on either side of the headline text.

To calculate a good margin size, divide the artwork vertically into 6 or 7 sections. Reserve the far left and the far right sections as a margin.

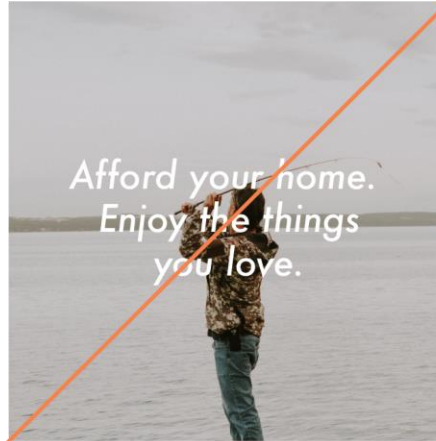


Text should be center-aligned and placed within the middle of artwork vertically and horizontally.

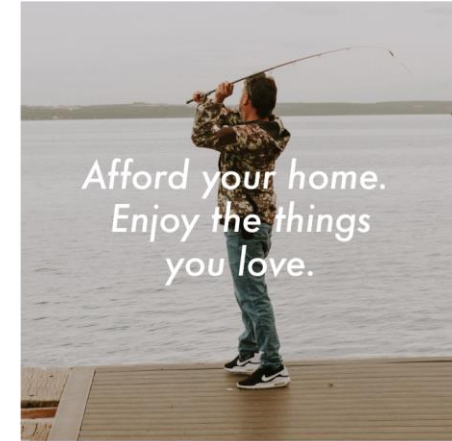
# PHOTOGRAPHY

Use images that are simple, calming in nature, and not overly complex or busy.

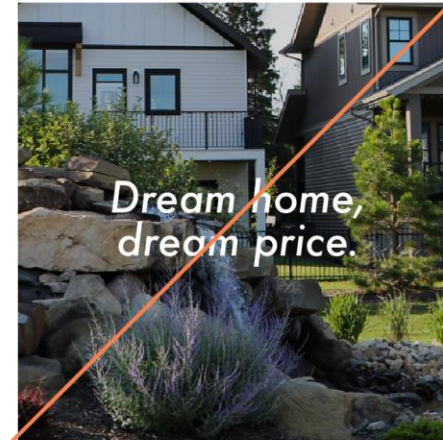
Images with people may be used but be sure to crop the photo in such a way to avoid covering the subject's face with text.



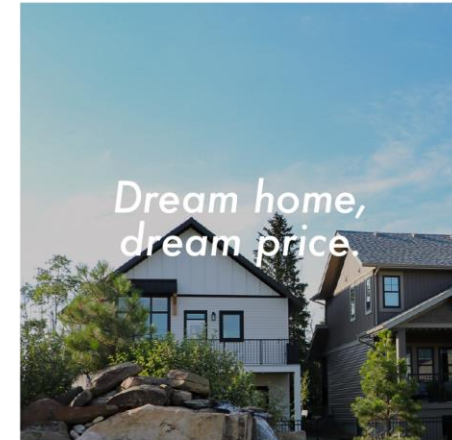
**AVOID**  
Subject's face is covered



**CORRECT**  
Subject is moved up to avoid having text layered overtop of their face



**AVOID**  
Photo crop is too busy and complex



**CORRECT**  
Crop allows for neutral space to show in the sky which helps to reduce the overall busyness of the photo.

# OVERLAY

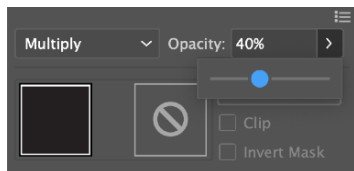
To ensure legibility on all headlines, a transparent black overlay is placed between the photo and the text to provide contrast needed between the white text and the photo background.

Depending on how light or dark the photo background is will depend on what transparency setting is needed to provide enough contrast between the text and the image.

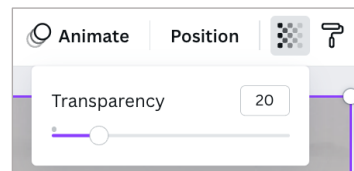
**An opacity setting anywhere between 10-30% may be used to achieve the right contrast.**

Additionally, set blend mode to “Multiply” whenever possible.

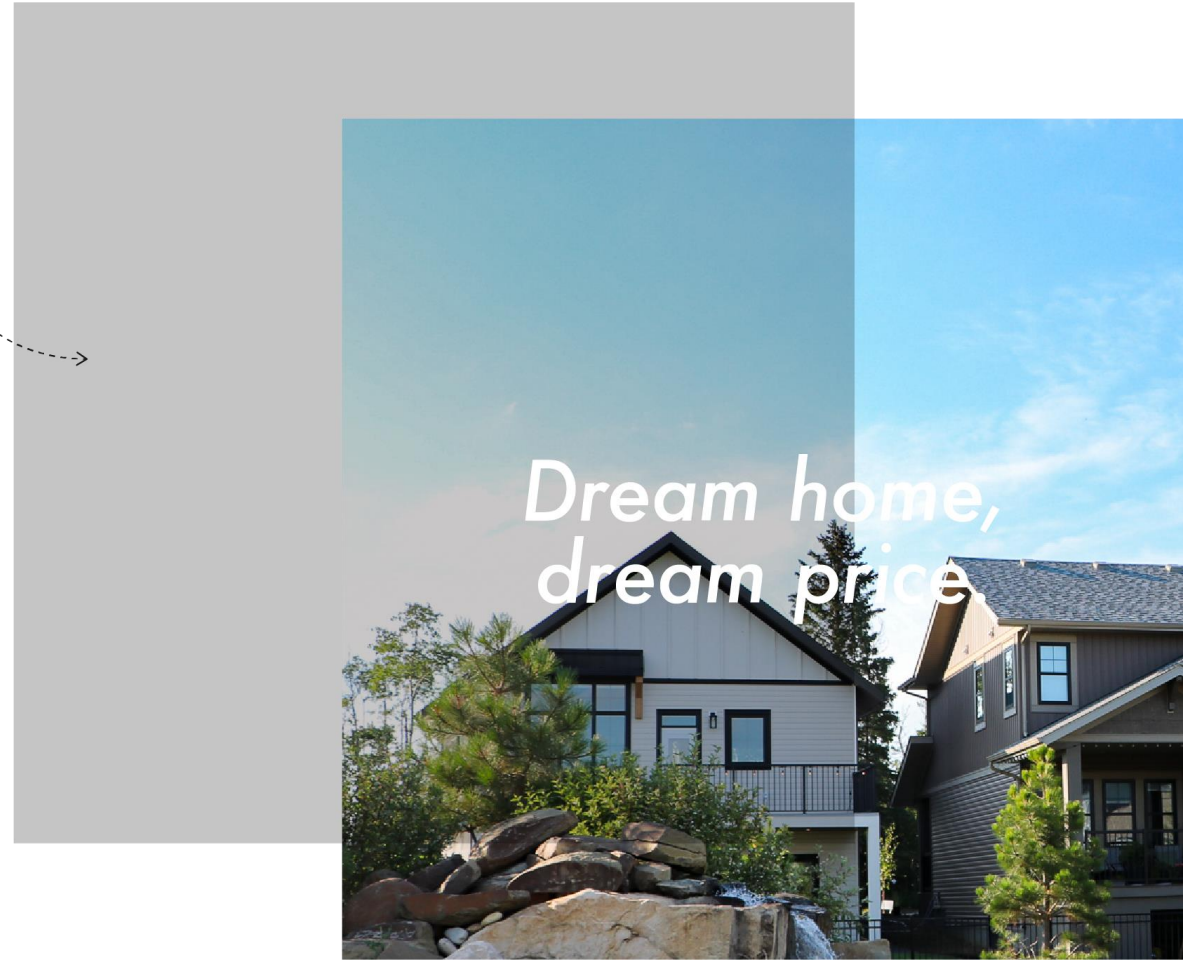
Adobe transparency settings:



Canva transparency settings:



Black overlay,  
set between  
10% and 30%  
opacity





# PLANNING YOUR CONTENT

- Who's your audience? What can you say? What do you want to say?
- What is your brand voice?
- How do you want to be perceived by your audience?
- Which platforms are your audiences on? Modify your content accordingly.
- Think about the format (*links vs visuals/infographics*)
- Providing information vs telling a story
- There is a difference between saying what you're doing and why vs. conveying interesting and relevant information that you "organize" for your followers.
  - *Content calendar/content pillars*
  - *Sharing news stories*



# GENERAL BEST PRACTICES

- Be creative in the content you share and how you share it
- Clear, concise and punchy copy, with a call to action
  - “Learn more about our homes...”
  - “Discover your future neighbourhood...”
- Adapt your tone and language (formal vs accessible)
- **@Tag** your employees, partners or suppliers, and use **#hashtags** (3 to 5)
- 👉 Use emojis sparingly 😊



# FACEBOOK | Connects people

#1 social network in the world, with more than 3 billion people using it every month.

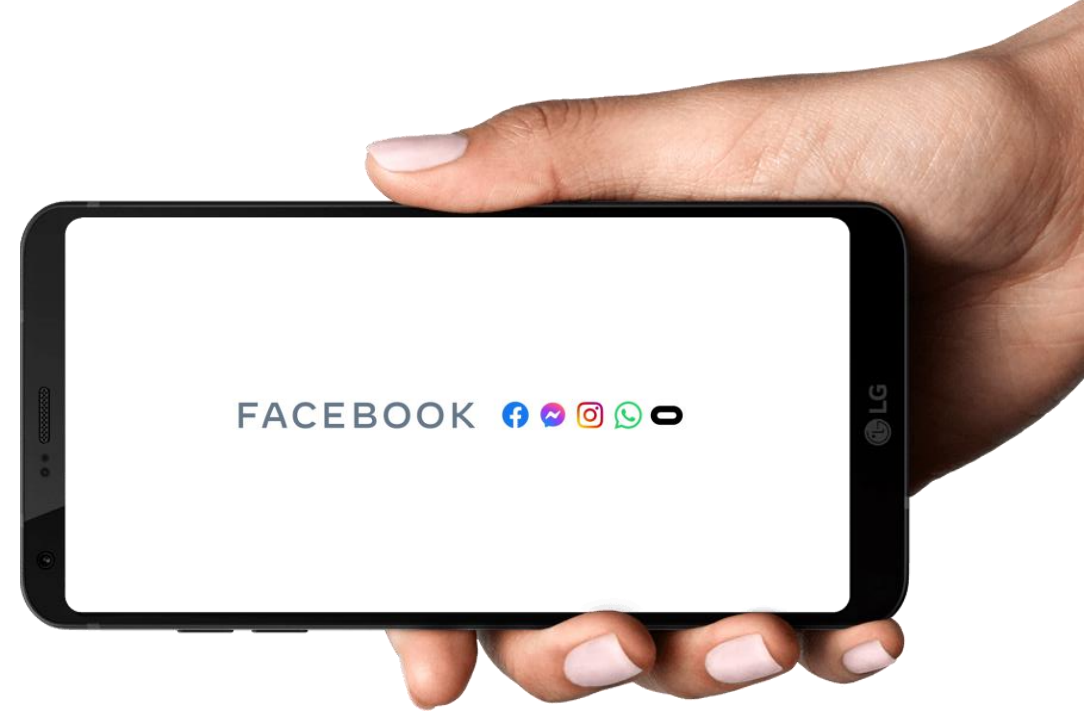
Versatile platform, still very popular towards older demographics.

The goal of its algorithm: to show users relevant content based on their interactions, to keep them on the platform as long as possible.

## Content types

- Regular posts (image, videos, links)
- Stories
- Reels
- Live videos

***Organic reach: The average reach of an organic post on a Facebook Page hovers around 4.32%. That means roughly one in every 23 fans sees the page's non-promoted content.***



**Note (1):** [Statista](#), Number of monthly active Facebook users worldwide as of 2nd quarter 2023

**Note (2):** [Socialinsider](#) | Social Media Reach Statistics For 2023



# INSTAGRAM | See the trends

- Visual platform
- Instagram Stories are short-lived, yet very engaging (can include links)
- **Reels** are extremely popular: the algorithm puts a lot of emphasis on this feature (you need to grab the attention of viewers within 3 seconds)

## Threads

- Created specifically to compete with X (Twitter)
- 500 characters per post
- Cannot delete Threads account without deleting IG
- Lifestyle audience, similar to content on IG
- No tools for analyzing content or monitoring individuals/companies yet



# LINKEDIN | Leadership in action

LinkedIn is the world's #1 professional social network.

Great resource for professionals to find jobs, research companies, and get news about their industry and business connections.

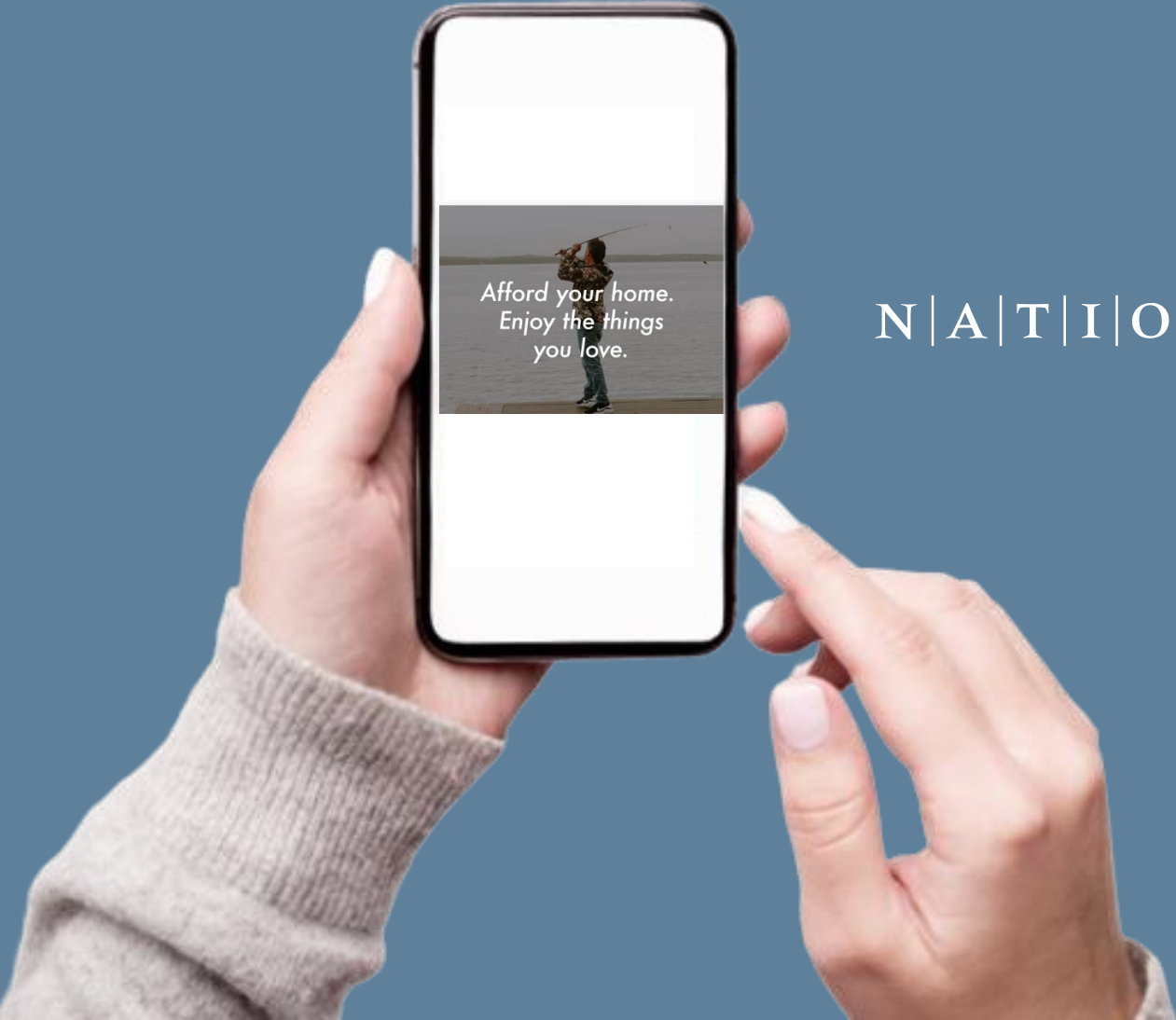
## Using LinkedIn can:

- Showcase your leadership and build credibility
- Allow you to stay up-to-date regarding trends and to what your competitors are doing
- Generate additional visibility for your personal profile or your organization
- Can comment on real estate trends in Alberta and Canada

## LinkedIn's algorithm is based on relevance, not on timeliness

- The content you see in your feed is based on your interactions and searches.
- You can see publications that are two or three weeks old in your feed.





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