

TRUE APPROVED social media guide



CREATING ENGAGING CONTENT FOR DIFFERENT PLATFORMS

Content should be adapted to suit each platform's vibe while maintaining your brand voice.

FACEBOOK

Use for community building. Aim for content that encourages interaction and discussion.



INSTAGRAM

Visual appeal is key. This platform offers engagement opportunities with posts, reels, and stories.

LINKEDIN

This is where your professional audience lives. Content should be more formal and industry focused.



X (TWITTER)

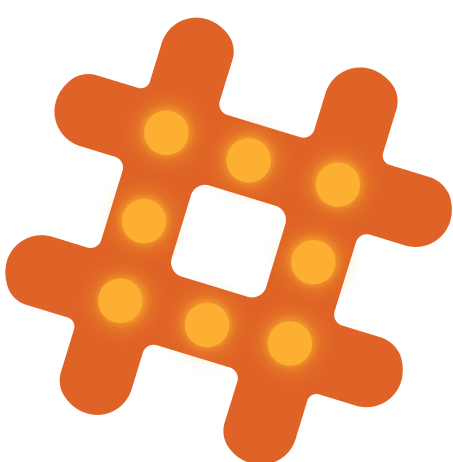
Brevity and timeliness are key. Keep content concise.

TIKTOK

Authenticity and creativity rule. The opportunities are endless with entertaining videos.




SOCIAL MEDIA TIPS FROM TRUE



1. Be creative and adaptable
2. Understand your audiences
3. Immerse yourself in resources
4. Find where your presence makes sense
5. Prioritize quality over quantity
6. Create a content calendar
7. Evaluate performance and analytics

Learn more about True's marketing strategies.

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