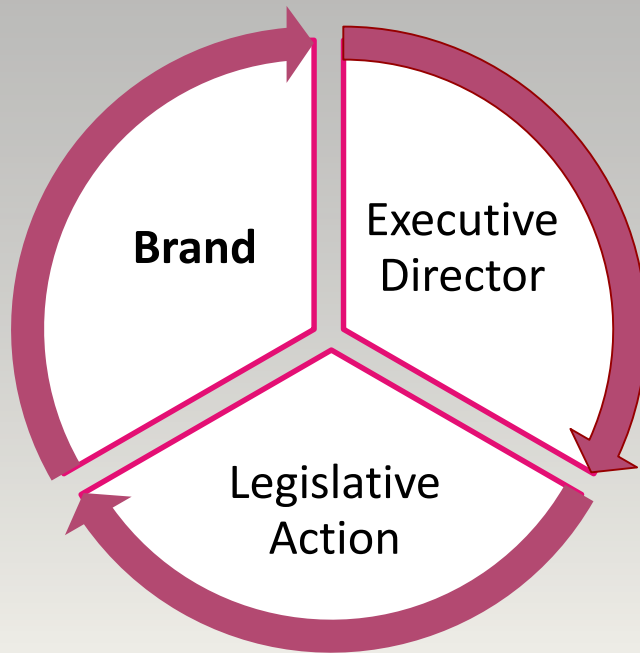


Social Media Architecture & Example Brand Persona for an Association



Style Guide:

Straightforward and Approachable
Informative/Knowledgeable
Refined
Experienced
Connector, go-to

Content:

Education/Information
Best practices
Meaningful contributions from members/board
Committee and sections accomplishments
Profession connection to pop culture

Publishing Schedule:

LinkedIn- 2x/day #morningreport, #wrapup

Twitter- Events

Facebook- 1x/day, FB live at special events