NORTH Dakota

Be Legendary.™

SOCIAL MEDIA STYLE GUIDE

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@laneketterman
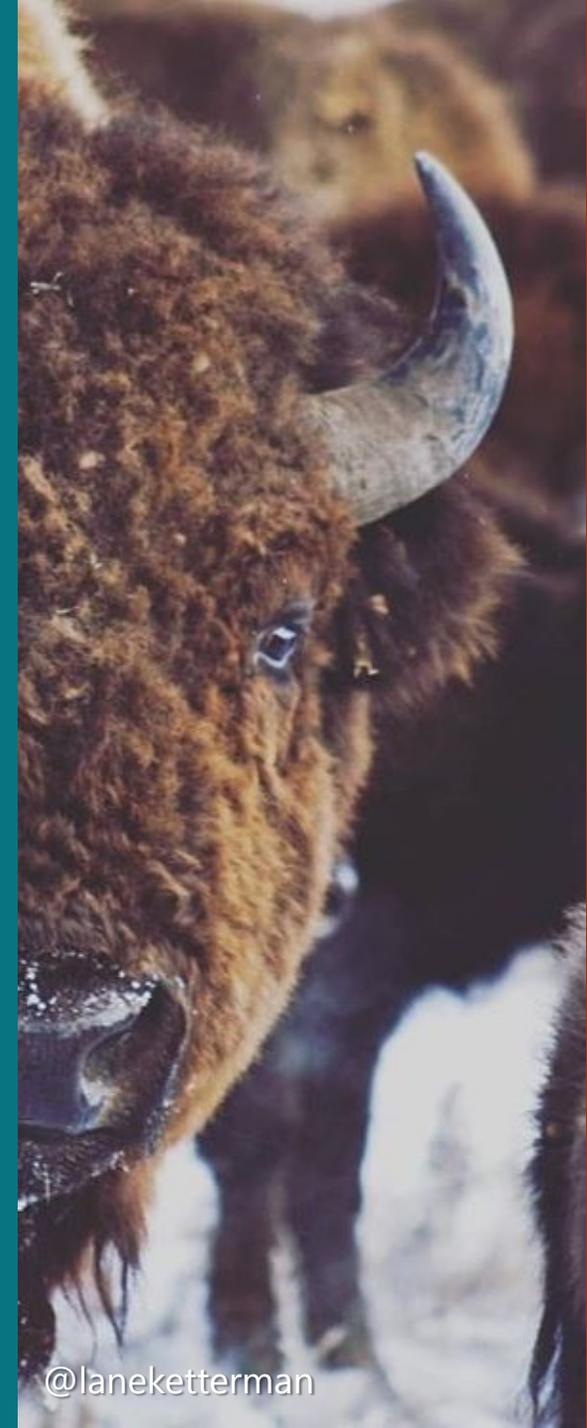
PURPOSE

This style guide is a go-to resource for how the "Be Legendary" brand will appear and act across all social channels within the State of North Dakota. It will include visual guidelines, tone, regulations and other aspects that will help provide a cohesive yet complimentary experience to the diverse areas of our state government.

@stripedmoonstudios

PROPER USES/STRENGTHS OF SOCIAL PLATFORMS

Facebook is an all encompassing, easy to use, platform that remains to be the most widely used across all channels. It's used to share photos, videos, general updates with followers. A very important platform for marketers overall. One of it's strengths is advertising as it allows a much greater range of options to reach your audience with an impactful message. Almost 30% of Facebook users are age 25-34 years-old.

Twitter comes in close second as the most widely used social platform. It provides fast-paced, "in the moment" messaging that can be great for engaging with your audience, customer service and raising brand awareness. The use of #hashtags makes Twitter an excellent real time search engine to monitor conversations surrounding your brand and your competition. 40% of U.S. adults using Twitter are 18-29 years-old.

Instagram is the fastest growing platform. This channel depends much more on visuals with it's simple "photo and caption" format. Although its weak in the website traffic department (without creating an ad), it continuously out performs all other platforms in engagement rates. Because of this, your brand is able to build a loyal following much more organically than Facebook or Twitter. 30% of Instagram users are age 25-34 years-old.

LinkedIn is similar to Facebook in function but serves a different goal. With content specific to professional development and relationships, LinkedIn can be very useful in building partner relationships and recruitment of employees.

OVERALL BEST PRACTICES

CONSISTENCY

Whatever pace you decide you can manage, stick to it! You want to have a consistent presence or else you will quickly be forgotten by your audience or built out of social algorithms that put your content in front of your followers.

Recommended Post Rate:
Facebook: 2-3 daily
Twitter: 3-5 daily
Instagram: 1 daily
LinkedIn: Once every other day

INTERACTION

Social Media is a two way street of communication. It's important for you to interact with the audience that is interacting with you. Respond to questions in a timely manner, retweet positive or applicable content or just like a comment someone leaves on your post. Just make sure your audience knows you are listening and you care about them!

SOCIAL LISTENING

This is a level up from just interacting with your audience. It requires you to go deeper into the social conversations going on around your brand, your competitors or just the overall tone of trending topics. This is a vital part of understanding your audience, building strategy and avoiding mistakes/controversy. To find these conversations, try searching by location, name (not social handle) or any keywords that could apply to your brand.

AVOIDING CONTROVERSY

There is never a shortage of trolls, bots or angry/disapproving people that are just begging to ruffle feathers on social media. Here are some tips to avoid the "social hot seat."
- Stay up-to-date on current controversial topics and make sure the content you post stays clear of them.
- Do not interact with people looking to start a fight over social media, most likely your brand will suffer the consequences even if you are in the right.
- If you share content from someone else, make sure you are confident who that person/source is.

@furious.skies.photo

OPTIMIZING YOUR PROFILE

Having a complete and clear profile explaining who you are is important to helping people find you and earning their trust in the social media world.

Here are best practices to make the most of your social profile on each channel …

@natashanicholes

FACEBOOK PROFILE OPTIMIZATION

STEP #1
Creation Pieces

- Choose an appropriate Facebook profile: local business, company, brand, public figure, entertainment or cause/community.
- Select a unique & easily searchable handle.
- Use an identifiable profile picture.
- Create a brand-supporting cover photo.

STEP #2
Who You Are

- Fill in "About" section. Use keywords that relate to your brand.
- Write your "Story" with an image to compliment it.
- Include hours, contact info, website, email, founding date and anything that can be applied to your organization.

STEP #3
Extras

- Include links to your other social media profiles.
- Automate a message to greet anyone who messages you directly.
- Add events to your page that are applicable to you.
- Include a "Call to Action" if applicable to your content.
- Add your comment policy or guidelines. We recommend they be shared in the "Impressum" section.

Note: Make all of these aspects as consistent as possible across all social channels.

TWITTER PROFILE OPTIMIZATION

STEP #1
Creation Pieces

- Create a unique & easily searchable handle.
- Use an identifiable profile picture.
- Brand-supporting header photo.
- Develop personal hashtag to promote conversations around brand.

STEP #2
Who You Are

- Write a bio that includes keywords and your hashtag.
- Add your location.
- Add a link to your website.

STEP #3
Extras

- Create a pinned tweet to sit at the top of your profile at all times.
- Make sure your Twitter messages are open so people can reach you.

Note: Make all of these aspects as consistent as possible across all social channels.

INSTAGRAM PROFILE OPTIMIZATION

STEP #1
Creation Pieces

- Choose a "Business" Instagram profile.
- Select a unique & easily searchable handle.
- Use an identifiable profile picture.
- Create a brand-supporting header photo.
- Develop personal hashtag to promote conversations around brand.

STEP #2
Who You Are

- Write a bio to include keywords and your hashtag.
- Add your location.
- Add a link to your website.

STEP #3
Extras

- Create Instagram stories to promote and tell your brand story.
- Watermark all original content.

Note: Make all of these aspects as consistent as possible across all social channels.

LINKEDIN PROFILE OPTIMIZATION

STEP #1
Creation Pieces

- Choose a "Company Page" profile.
- Create an identifiable profile picture.
- Use brand-supporting header photo.

STEP #2
Who You Are

- You have 2,000 characters to describe your company and why potential followers should care. Use keywords that relate to your brand.
- Add your location.
- Add a link to your website.

STEP #3
Extras

- Include links to your other social media profiles and share content from others.
- Add company page followers – connections are key on this platform.

Note: Make all of these aspects as consistent as possible across all social channels.

BRAND VOICE

"A brand voice is the purposeful and consistent tone of your communications and writing style."

Characteristics of the "Be Legendary" brand voice:

HONEST - Our words are as authentic as our state. They instill a sense of trust and excitement without overpromising.

REAL – We write like we talk, using everyday language. We avoid clichés and worn-out metaphors. Our copy is conversational, approachable and human.

SPIRITED – There's a zip to the rhythm of our writing; it's pleasant and engaging.

OPTIMISTIC – We're excited about the potential of our state! We take every opportunity to share forward-thinking ideas and practical applications. We describe the future in an inspiring and energetic way with an air of possibility.

@50statesby30

BRAND VOICE EXAMPLES ON SOCIAL MEDIA

DO	CHARACTERISTIC	DON'T
"From the badlands, to our cities, to the rugged wildlife and of course that big open sky, it's hard not to love North Dakota."	HONEST	*"North Dakota has everything you could possibly want in a vacation!"* - This is over promising. In reality, North Dakota does not have **everything anyone** could possibly want. It comes off as dishonest and is easily dismissed/forgotten by readers.
"Want to stay up-to-date on North Dakota's beautiful fall colors? Be sure to check out our Fall Foliage report!"	REAL	*"The Autumn Equinox brings a multitude of gorgeous colors to our landscape. Stay informed on all changes our scenery will see on our Fall Foliage report"* - Although descriptive, this text is overly wordy and unnatural. Talk like you would with a friend at dinner.
"Are we surprised Devils Lake, North Dakota makes the best ice fishing spots in the world list? Nope. *Are we excited to get on the ice this year? YES, YES and YES!"*	SPIRITED	*"Devils Lake, North Dakota makes the best ice fishing spots in the world list."* - Phrasing lacks genuine emotion that does not excite the reader.
"The pride North Dakotan's have in their state is undeniable...you don't have to be born here to BE here."	OPTIMISTIC	*"Come and meet North Dakota. We think you'll like it here!"* - Lacking inspiration or creative wording doesn't give the impression we truly believe in our state, so the reader won't either.

OPTIMIZING IMAGERY

Imagery is just as important as tone of voice when maintaining a consistent and strong brand image. This will help build a following and increase engagement.

Here are the ways you can optimize imagery on your profiles.

@_samanthaxoxo_

IDENTIFIABLE PROFILE PHOTOS

The ND should be the most identifiable feature within the favicon, being centered and taking up more than half the available space. As with the logo, a minimum clearance must be maintained between the ND and other graphical elements. Keep in mind, most social platforms crop the profile image to a circle.

Keep circular crop in mind when creating

ND is more than half the available space and dominant
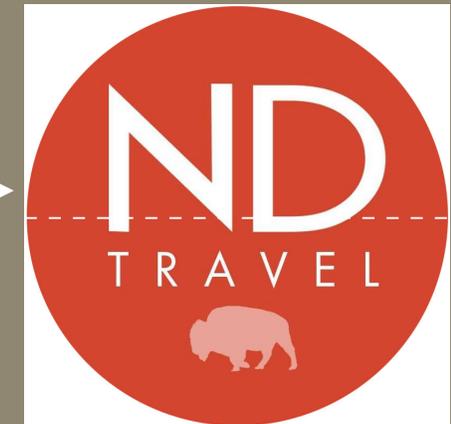
Simple ND
ND is large and centered, but leaves a buffer of space even when cropped for profile image. ND png image available upon request.

ND with graphics
ND is the dominant feature, taking up more than half the available space. Supporting graphics are balanced and all elements are centered.

ND with graphics and text
ND is still the dominant feature, taking up more than half the available space. All elements have a buffer of space and are centered.

IDENTIFIABLE PROFILE PHOTOS

There are dozens of agencies within the state of North Dakota who have a social presence. It's important for these profiles to remain consistent with the brand, but are given some creative freedoms to maintain agency identity.

Simple ND
A background from the color pallet can be used to represent any agency within the state of North Dakota.

ND with Agency Name
Adding an agency name identifies your agency while embracing the brand.

ND with faded background badge
Background graphic allows an agency to incorporate their badge as an identifier.

SND with complimentary graphics
Alternative to a background graphic that can identify you in a creative way with consistent branding.

IDENTIFIABLE PROFILE PHOTOS – EXAMPLES OF USE

IMAGE OPTIMIZATION (PIXELS)

Facebook
Profile image: 180x180
Cover image: 851x315
In-stream photo: 1200x1200 OR 1200x628

851x351

180x180

1200x628 or 1200x1200
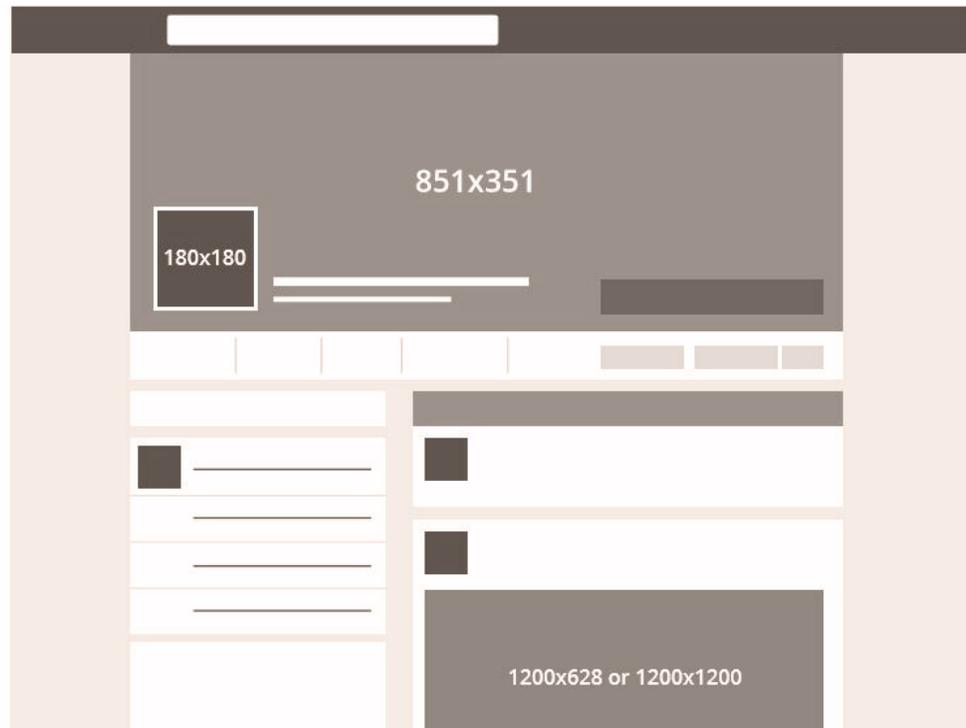
Facebook
Profile image: 180x180
Cover image: 851x315
In-stream photo: 1200x1200 OR 1200x628
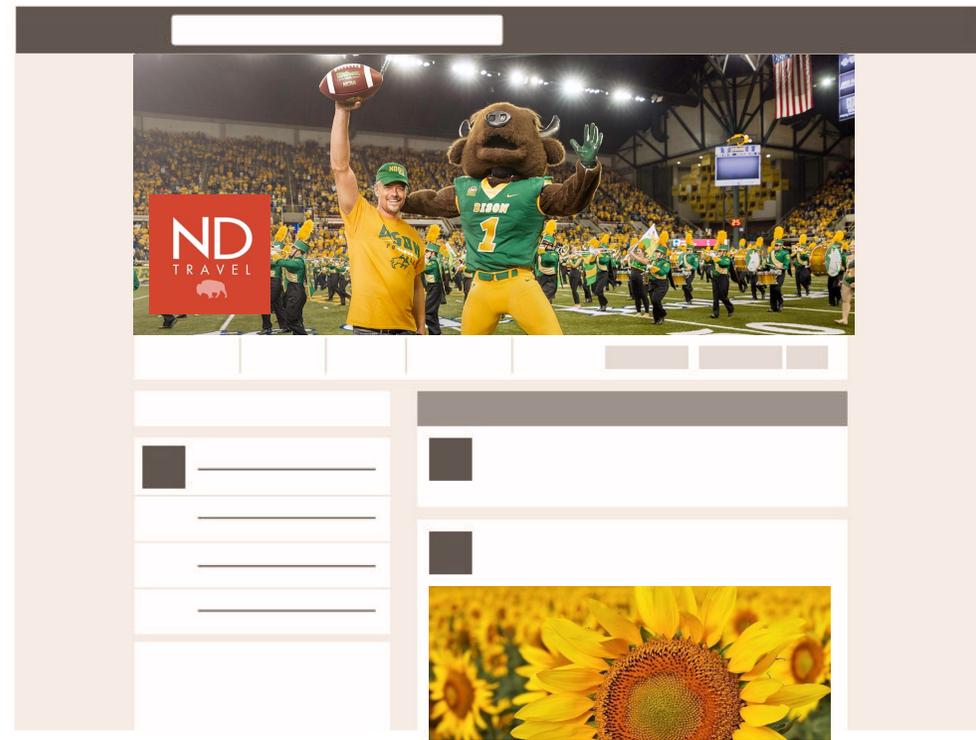
IMAGE OPTIMIZATION (PIXELS)

Twitter
Profile image: 200x200
Banner image: 1500x500
In-stream photo: 506x253
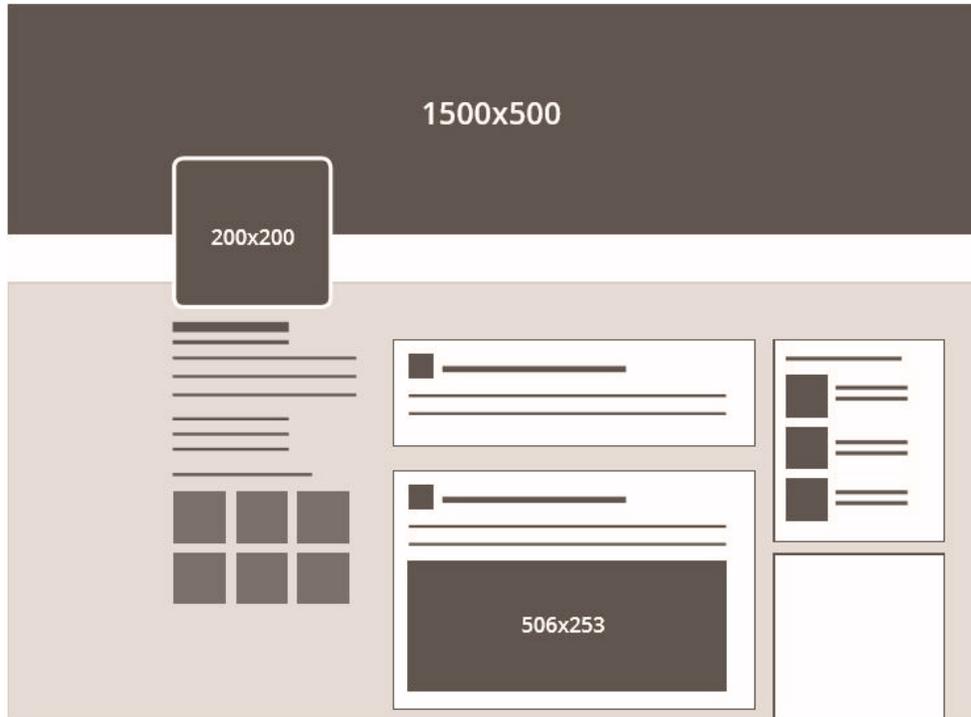
1500x500

200x200

506x253

Twitter
Profile image: 200x200
Banner image: 1500x500
In-stream photo: 506x253

ND TRAVEL
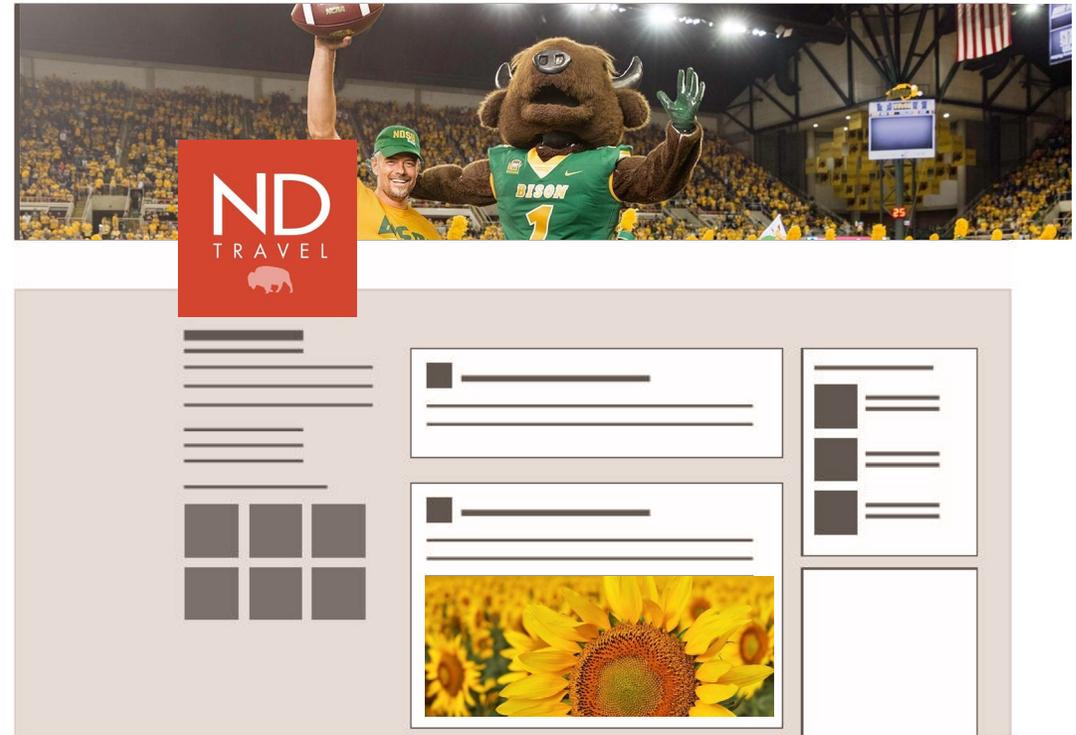
IMAGE OPTIMIZATION (PIXELS)

Instagram
Profile image: 161x161

161x161

Instagram
Profile image: 161x161

ND
WATER
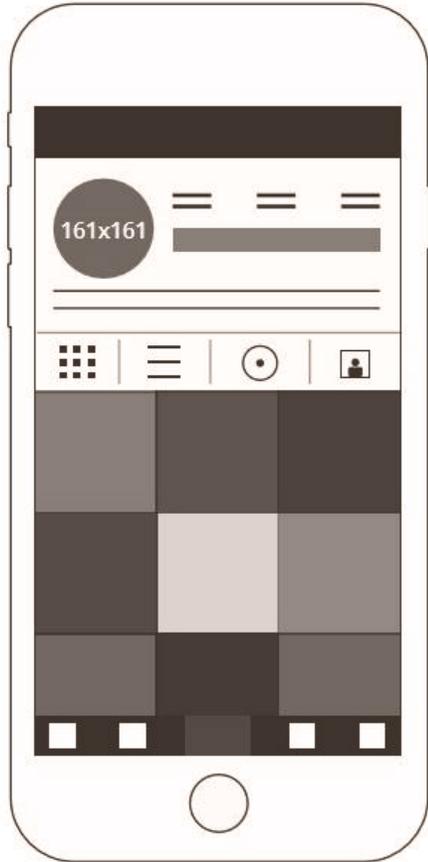
IMAGE OPTIMIZATION (PIXELS)

Linkedin - Company Page
Company page profile image: 110x110
Company page banner: 646x220

110x110

646x220

Linkedin - Company Page
Company page profile image: 110x110
Company page banner: 646x220

ND
GROUP TRAVEL
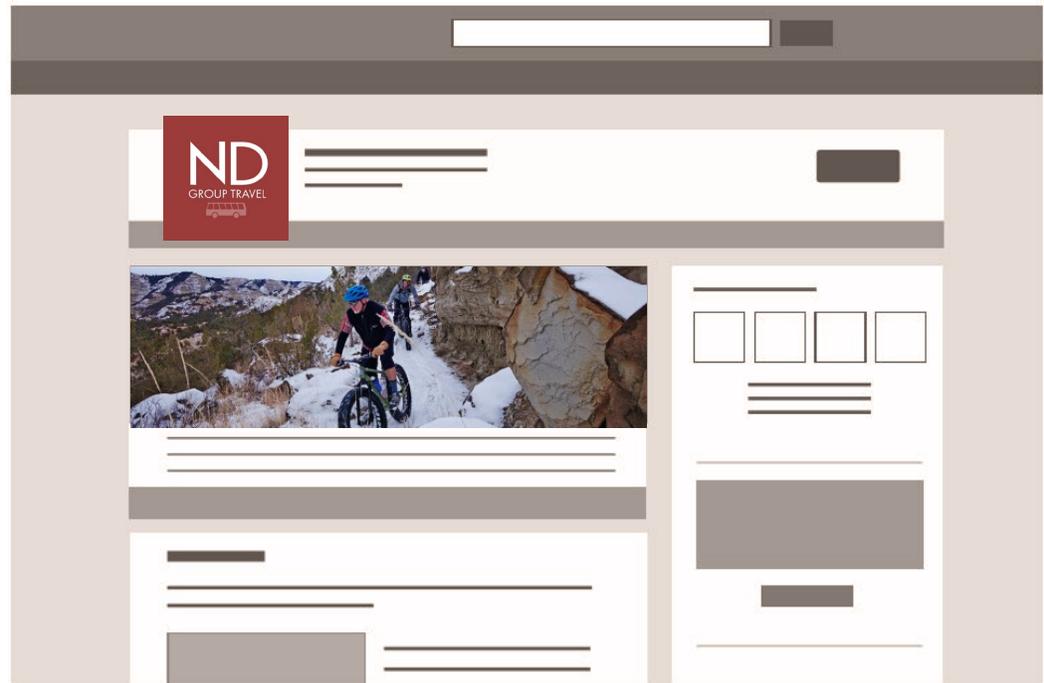
IMAGE OPTIMIZATION (PIXELS)

Linkedin - Group Page
Group Profile Picture: 92x46

92x46

Linkedin - Group Page
Group Profile Picture: 92x46

ND
GROUP TRAVEL

DIFFERENT TYPES OF IMAGERY

Imagery is vital to producing quality content on a page. Studies show posts with visuals receive 94% more engagements than those without.

High Quality Photo
Use high quality images that strongly represent the brand. Of course, these aren't always available but that doesn't mean they're out of your reach. Cell phone cameras are now taking quality pictures that work perfectly for social media.

Video
On average, videos receive a 20% higher engagement rate than content with a photo. They may require more time to create but phone apps and simplistic video editing software make it easier. Typically video can get away with being "messier" as it provides an organic and genuine feel to the content.

User-Generated Content (UGC)
You can even play off of other users' content. With the right permissions (such as using your hashtag, or simply asking to use it), UGC can be an authentic way to tell your story as it is straight from someone who experienced it. Similar to "word-of-mouth" marketing, but for the social world. Just remember to give credit within your posts!

Tip: If you're struggling to find content with good imagery, try building content around the imagery you already own.

FORMAT OF POSTS - FACEBOOK

POSTING DIRECTLY: As the most used, diverse platform, Facebook posts can be short and sweet, or longer in-depth writing, whatever best suits your content. Over arching best-practices include strong imagery, links to websites and keeping your type at a moderate length.
Recommended hashtags: 1-2

Properly tag partners.

Insert website link at the end of the post to not distract from your writing (not always necessary).
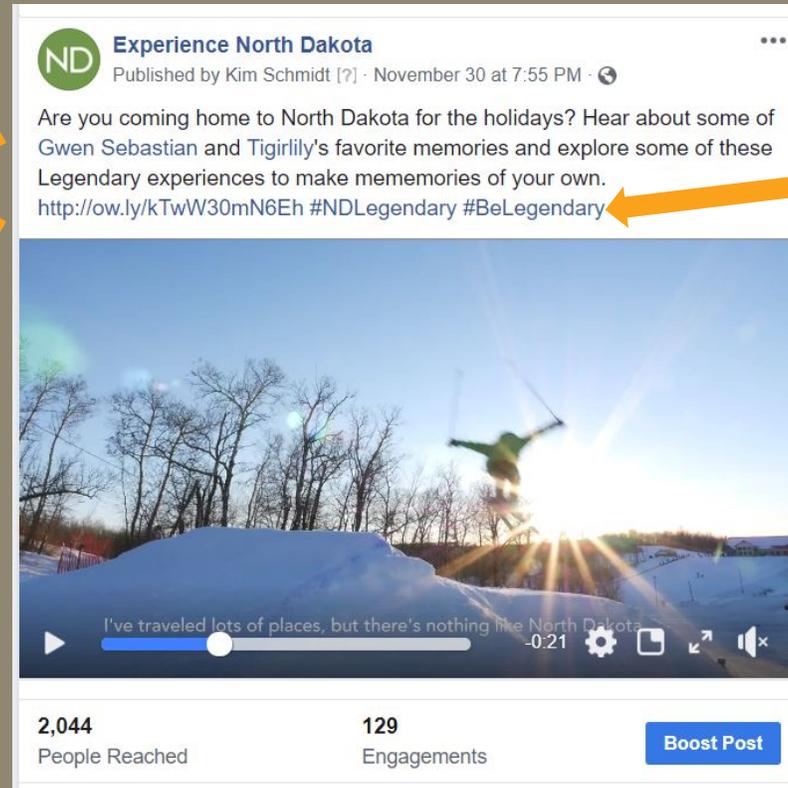
Use high-performing and appropriate hashtags. Remember to include your partners hashtags! Hashtags should be put at the end of the post.

Experience North Dakota
Published by Kim Schmidt [?] · November 30 at 7:55 PM · 🌐

Are you coming home to North Dakota for the holidays? Hear about some of Gwen Sebastian and Tigirlily's favorite memories and explore some of these Legendary experiences to make mememories of your own.
http://ow.ly/kTwW30mN6Eh #NDLegendary #BeLegendary

I've traveled lots of places, but there's nothing like North Dakota
-0:21

2,044
People Reached

129
Engagements

Boost Post

Tip: Across all platforms, ask your audience to answer a question or share their opinion about something. It's a great way to engage with your audience and get your content in front of more people.

SHARING CONTENT - FACEBOOK

SHARING OTHER CONTENT: When sharing another page's content on Facebook, remember to add your own comment with the original post. That way content will not be duplicative and maintain your brand identity while supporting a partner.

Outdoors North Dakota shared a post.
Published by Mike Jensen [?] · November 11 at 1:04 PM · 🌐

Oh my! Nightowl Photography- Marshall Lipp beautifully captures Theodore Roosevelt National Park.

Original context

Original post

Marshall Lipp
November 9 at 4:19 PM · 🌐

Theodore Roosevelt National Park

FORMAT OF POSTS – TWITTER

POSTING DIRECTLY: With a limit of 280 characters, Twitter asks for "crisp and clever" content. Use strong imagery to get users to stop scrolling through the 5 million other tweets put out daily.
Recommended hashtags: 1-2

Properly tag partners.

Applicable hashtags at the end of the post.

Link to website at the end of the post (not always necessary).

SHARING CONTENT - TWITTER

SHARING OTHER CONTENT: Best practices for sharing on Twitter are flexible. You can retweet directly with no content and keep original imagery or retweet with a comment that allows you to add context but could possibly hide imagery. Experiment with both techniques to see what your audience tends to interact with the most.

RETWEET

RETWEET WITH COMMENT

FORMAT OF POSTS - INSTAGRAM

POSTING DIRECTLY: People want to see beautiful pictures on Instagram, not read text. Keep text simple and complimentary to your imagery. Instagram does not allow you to link to websites in the post. *Recommended hashtags: 2-6*


Tag partners within the photo.
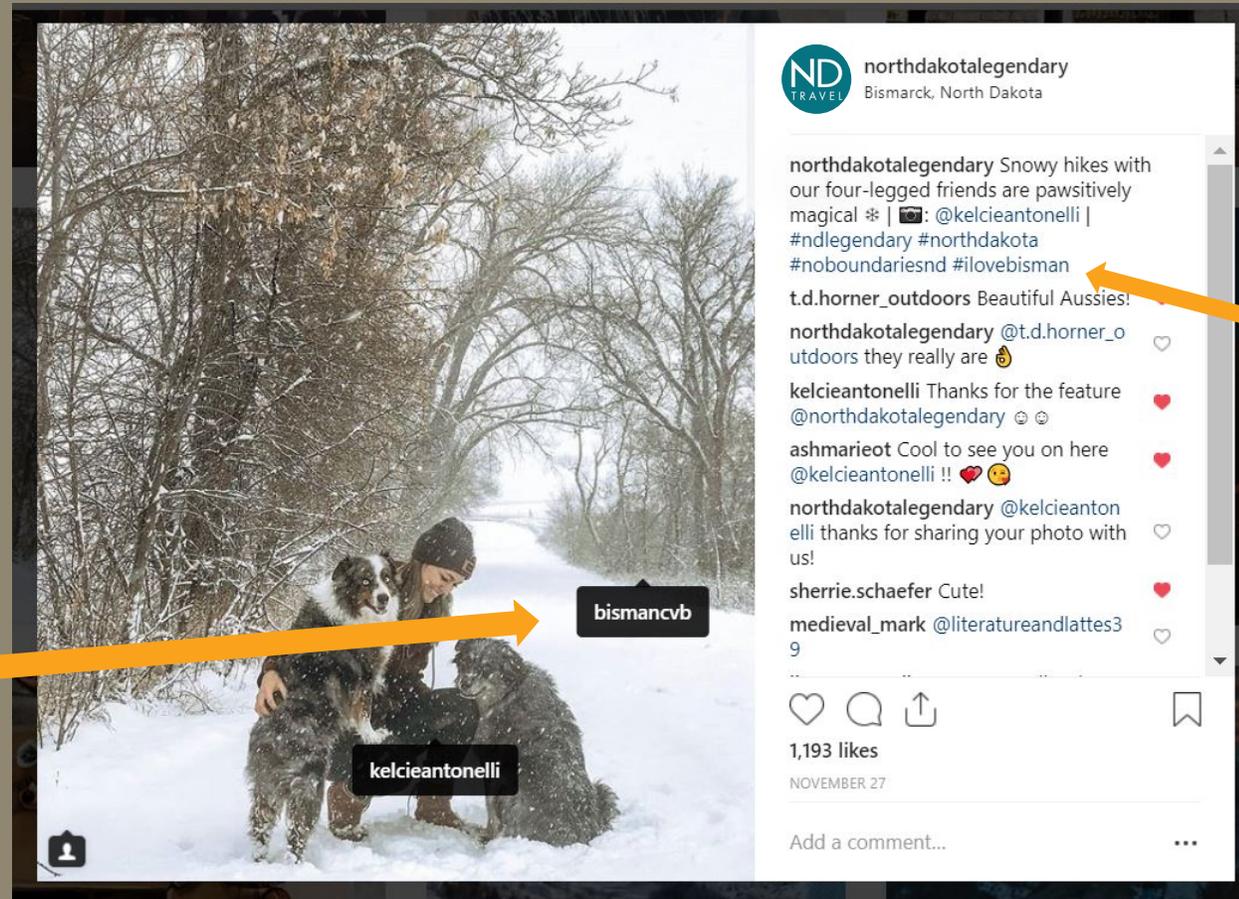
Applicable hashtags, including partners' hashtags.

SHARING CONTENT - INSTAGRAM

SHARING OTHER CONTENT: Sharing content is very simple on Instagram. Avoid regram apps and instead screen grab photos and give credit within the post by using their tagline and tagging them in the photo.

Tag photographer in the photo.
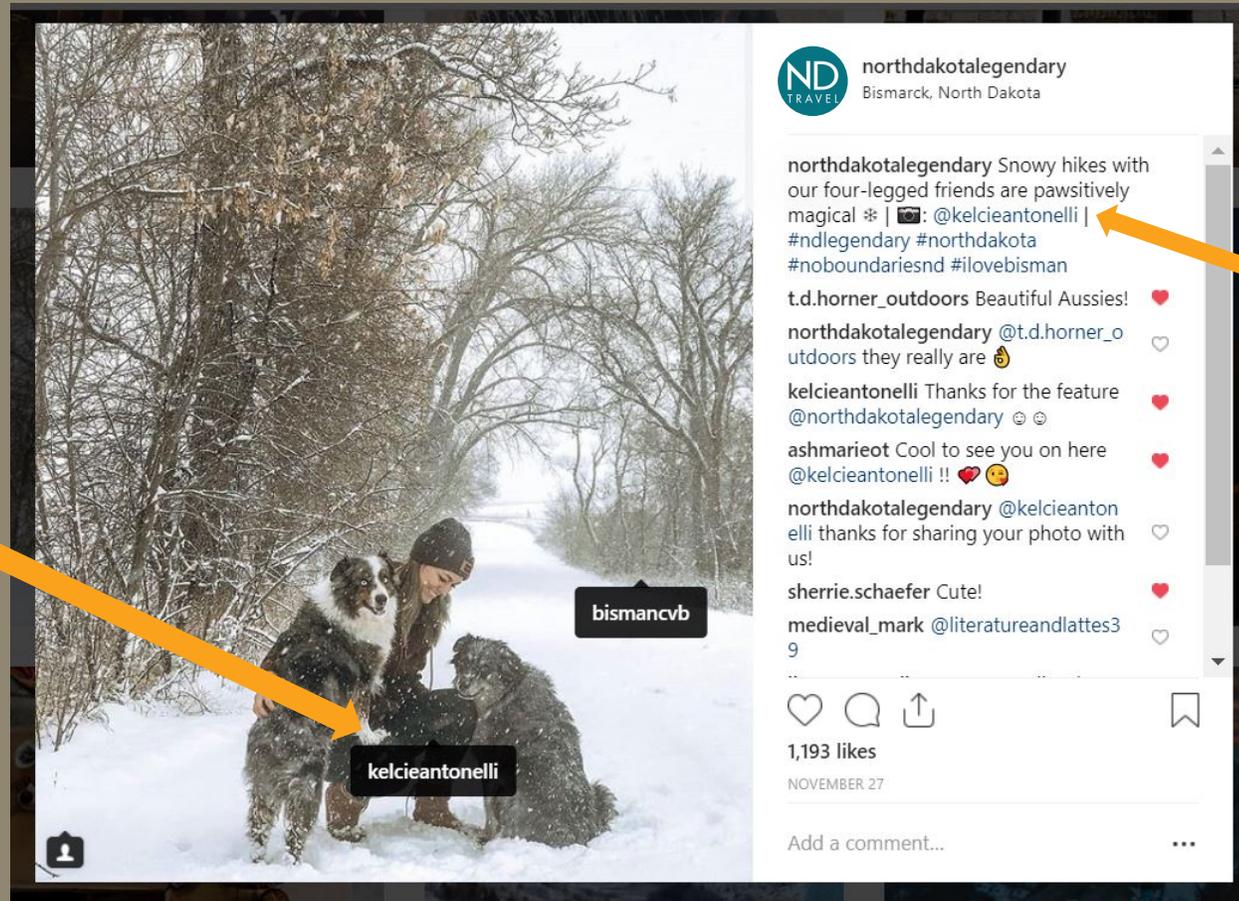
Tag photographer's handle in the photo.

FORMAT OF POSTS - LINKEDIN

POSTING DIRECTLY: Deemed as the largest social network for professionals and colleagues. LinkedIn manages your professional social connections and content to like-minded individuals. Over arching best-practices include audience-specific content, strong imagery and employee sharing and engagement. *Recommended hashtags: 1-3*

Properly tag partners.
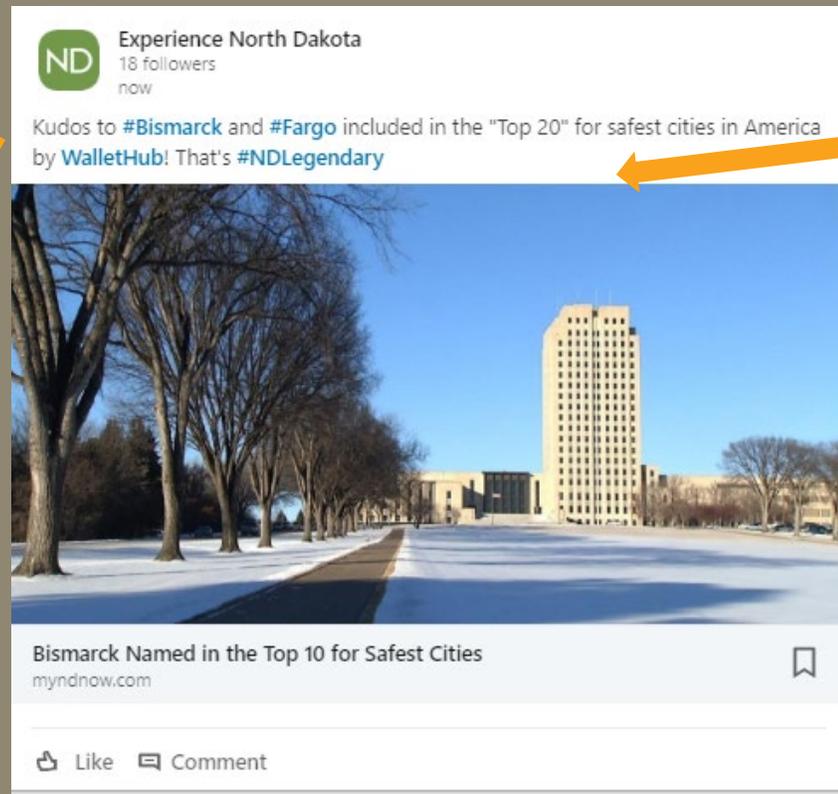
Experience North Dakota
18 followers
now

Kudos to #Bismarck and #Fargo included in the "Top 20" for safest cities in America by WalletHub! That's #NDLegendary

Bismarck Named in the Top 10 for Safest Cities
myndnow.com

👍 Like   💬 Comment

Use high-performing and appropriate hashtags. Remember to include your partners hashtags! Hashtags should be a part of the content rather than at the end of the post on LinkedIn.

Tip: LinkedIn is a professional social network, so feel free to post content with a career angle.

V A L U E

Social Media is constantly evolving and continues to be a valuable way to tell your story. We hope that this guide has inspired you to join us on this journey and share the many ways to "Be Legendary" in North Dakota!

@matteckelberg

@logannewman_

QUESTIONS?
REACH OUT TO US AT
MARKETINGND@ND.GOV

FOLLOW US!

f   @TRAVELND

📷   @NORTHDAKOTALEGENDARY

🐦   @NORTHDAKOTA

in   @EXPERIENCENORTHDAKOTA

@adventurousdiego