AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS

ASID

WISCONSIN

SOCIAL MEDIA POST & GRAPHICS STANDARDS

1. All social media posts requests should be sent in the form of a calendar invitation to Administrator@wi.asid.org & Communications@wi.asid.org. All content should be included in the invitation. See the checklist of typical items below. Please include and any other details that may be relevant to the campaign.

2. When designing your post, confirm you have the following:
- ASID WI logo
- Title and caption
- Refer to ASID Branding Guidelines below (we have more wiggle room on fonts than color)
- QR Code if referencing a link
- Graphics (Canva recommended, account access available upon request https://www.canva.com/)
  - ASID WI Website: 810x450 px
  - Eventbrite: 2160x1080 px
  - eBlasts: 1080x1080 px
  - Facebook: 940x788 px
  - Instagram: 1080x1080 px
  - Twitter: 1600x900 px
  - LinkedIn: 1200x1200 px

3. Include the following on the calendar invite to Administrator & Communications:
- Link or download of graphic in png or jpeg (NOT pdf files)
- If Title and/or Caption is separate from the graphic, write out for Administrator
- Hashtags or tags of people (refer to information about hashtags below)
- ASID only event or SHARED event? Identify if other organizations need to be tagged
- Location (where do you want it shared? LinkedIn, IG, FB, e-blast, website, etc,)
- If you want to post once a week, make a reoccurring invite and then add the graphics to the specific dates. This way you always have a slot for the week.

- Create an invite for EACH instance. i.e. save the date, count down, reminders, day of, etc. Repetition and reminders work well, however don't saturate the market. This is a shared space to support the chapter.

4. Social media posts should be sent a minimum of 2-3 business days in advance of the scheduled launch date. Last-minute requests may not be able to be accommodated. Only one social media post will be sent per day across all accounts. For the weekly email blast, information should be sent no later than Friday the week prior. Weekly blasts go out on Wednesdays.

5. Board and committee members can see current scheduled postings on the social media content calendar available here: https://outlook.office365.com/calendar/published/d641efb453564d61b97669d820228966@wi.asid.org/9918bdf242be4d499f3b80a10e5c73eb107 36938491154341528/calendar.html

6. HASHTAGS Resources: https://www.takeflyte.com/blog/hashtags-explained#what
Hashtags help you get found by your target audience and help the click-through rate. Also great for research. Pay attention to what others are using and the reach for the hashtag. If TOO high, your post will get lost in the noise. If too few, it may not be found. Advise your committees to choose a few to be used for their content, track and revise as needed. Test and measure.

ASID Chapter Reference Guide

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PRIMARY COLORS:

MEDIUM BLUE:
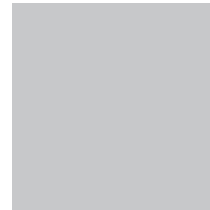C=93 M=59 Y=34 K=13
R=12 G=92 B=124
HEX # 0C5C7C

DARK BLUE:
C=100 M=74 Y=42 K=34
R=0 G=59 B=87
HEX # 003B57

PLUM:
C=53 M=95 Y=30 K=13
R=126 G=45 B=104
HEX # 7E2D68

GRAY:
C=0 M=0 Y=0 K=25
R=199 G=200 B=202
HEX # C7C8CA

SECONDARY COLORS:

RED:
C=5 M=100 Y=100 K=5
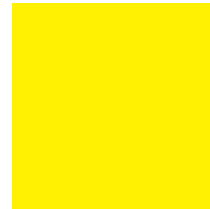R=215 G=29 B=36
HEX # D71D24

PINK:
C=21 M=100 Y=7 K=0
R=199 G=2 B=132
HEX # C70284

BRIGHT BLUE:
C=74 M=18 Y=22 K=0
R=46 G=162 B=187
HEX # 2EA2BB

YELLOW:
C=0 M=0 Y=100 K=0
R=255 G=242 B=0
HEX # FFF200

(use only as an
alert, button or
accent color)

PRIMARY TYPEFACE:

Korolev

Korolev Light
Korolev Medium
Korolev Bold

TYPE SPECIMEN:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&%!@?" ".,;:) 123456789

The **Korolev** font family is available for use with an Adobe Fonts subscription. If the user does not have an Adobe Fonts subscription, the **Roboto Condensed** font family is a suitable alternative.

SECONDARY TYPEFACE:

Roboto

Roboto Light
Roboto Regular
Roboto Medium

TYPE SPECIMEN:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(&%!@?" ".,;:) 123456789

SAMPLE TEMPLATES

AD TEMPLATE (MEMBERSHIP)

HEADLINE GOES HERE

SUBHEAD GOES HERE, IT COULD BE LONG OR IT COULD BE SHORT.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis in diam vel augue mattis cursus. Vestibulum rutrum odio pellentesque turpis fermentum, eget viverra odio mattis. Morbi feugiat elit sed ex pretium, eget sodales lectus aliquam. Nullam id nunc metus. Suspendisse non ornare nisl. Proin elementum condimentum posuere.

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chaptername.asid.org

AD TEMPLATE (EVENTS)

EVENT NAME GOES HERE

Event Date
Event Location

SUBHEAD GOES HERE

Event description goes here....Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer mollis imperdiet mattis. Nam ultricies elit ante, maximus semper diam scelerisque vitae. Cras venenatis et turpis quis consequat. In ac libero purus. Curabitur tortor est, finibus non nisi a, varius blandit dolor. Aenean eu mattis lacus. Phasellus ex lacus, feugiat non odio ac, auctor venenatis metus. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Proin cursus finibus sapien, sit amet consequat sem rutrum a. Aenean luctus turpis vitae interdum sagittis. Ut vulputate sollicitudin placerat.

Integer in felis malesuada magna vestibulum porta hendrerit ac lectus. Phasellus non nisl ac dui molestie tincidunt. Fusce ipsum leo, tristique sit amet sapien ut, feugiat dignissim ipsum. Praesent ut mauris metus. Nam a mauris hendrerit diam.

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RSVP link goes here

E-BLAST TEMPLATE (MEMBERSHIP)

THIS IS YOUR COMMUNITY. YOU BELONG HERE.

Email Headline Goes Here

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Otat accatur rem quae. Nam quibus re earcias mos pro iust omniti dit molorpo repernatem earitatis ad quam, quat.Cillab ipita nobis renda verumque modisquo omnimus ent reni temquos etur?

BUTTON TEXT HERE →

AMERICAN SOCIETY OF INTERIOR DESIGNERS
American Society of Interior Designers
1152 15th Street NW, Suite 910
Washington, DC 20005
membership@asid.org | 202-546-3480 | asid.org
<<unsubscribe link here>>

POSTCARD TEMPLATE (MEMBERSHIP)

AMERICAN SOCIETY OF INTERIOR DESIGNERS
ASID XXX Chapter
123 Main Street
City, State ZIP

SUBHEAD GOES HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis in diam vel augue mattis cursus. Vestibulum rutrum odio pellentesque turpis fermentum, eget viverra odio mattis. Nullam id nunc metus. Suspendisse non ornare nisl. Proin elementum condimentum posuere.

HEADLINE GOES HERE

SUBHEAD GOES HERE

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POSTCARD TEMPLATE (EVENTS)

AMERICAN SOCIETY OF INTERIOR DESIGNERS
ASID XXX Chapter
123 Main Street
City, State ZIP

SUBHEAD GOES HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis in diam vel augue mattis cursus. Vestibulum rutrum odio pellentesque turpis fermentum, eget viverra odio mattis. Nullam id nunc metus. Suspendisse non ornare nisl. Proin elementum condimentum posuere.

RSVP link goes here

EVENT NAME GOES HERE

Event Date
Event Location

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To access the templates shown here, visit **asid.org/resources/chapter-leader-resources.**

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