

Best Practices In Social Media Design – Instagram

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- 1. Write capturing captions based on the agreed brand's voice. Avoid boring texts.**
 1. Boring example: Consumer reports just reviewed our all new forester.
 2. Better example: Consumer reports just reviewed our new forester. We are #1.
- 2. Be bold with photographs (illustrations) representing the brand.**
 1. Timid photos (Angles are not creative).
 2. Bold photos (Creativity is expressed with different angles).
- 3. Use an instagram layout that makes your account stand out.**
 1. Rainbow Feed.
 2. Row By Row.
 3. Line In The Middle.
 4. Mix.
- 4. Keep the colors of your brand consistent. Your colors are your signature look. Choose colors that are complementary. How can you do this? Get your own color palette.**
 1. Infuse colors in your posts
 2. Take photos containing your brand's colors in them.
 3. Use the website (coolers.co) to find a color palette.
 4. Colors can appear as background or in clothes.
- 5. The fonts should be easy to read. Easy stands out.**
 1. Take advantage of google fonts.
 2. Use the same font, font size, and font color for quotes.
 3. Use the font with the same background.
- 6. Create A Filter For Your Images And Stick To It.**
 1. Drop blues.
 2. Film stock.
 3. Moonlight.
 4. Teal Orange.
 5. Your Own complementary filter.
- 7. Keep up with the trends.**
 1. They change every year.