



Social Media Guide

How to Promote & Maintain Logistics Plus® Social Media Standards

Why do We Need a Social Media Guide?

Logistics Plus social media presence should be consistent with overall branding. This includes everything from your logo and branding colors to how you use emojis and hashtags. In other words, it's a set of rules that dictate how you present your brand.

Why bother creating a social media style guide? Because consistency is key on social. Your followers should be able to easily recognize your content, no matter where they see it.



Social Networking

Social media is a set of communication tools in which new types of interactions can occur.

About the Company

Brand Image

Logistics Plus social media presence should be consistent with overall brand. LP's social media should reflect its branding well. We have a positive voice with a passion for excellence, and we would like to maintain that on social media.

Keep in mind that Logistics Plus, Inc. (LP) is a 21st Century Logistics Company [™]and a leading worldwide provider of transportation, warehousing, fulfillment, global logistics, business intelligence, technology, and supply chain solutions. That is our brand, and it's important to keep a positive and appropriate image for the type of social media that is being used.



Pay Attention

Some Items to Look Out for...

- Spelling
- Positive Wording
- Inclusive Speech
- Appropriate Imagery
- On-Brand Imagery
- Call to Action (contact/website info)
- Socially Friendly Tones
- Short & Sweet Content
- Welcoming Atmosphere
- Tone of Message



Social Media Voice

It's important to be able to convey an appropriate and welcoming tone online. Try using Grammarly for help!



Please follow logo usage rules. You may add a small shadow or glow, in company colors, behind the logo in order for it to be more visible.



THE LOGISTICS PLUS LOGO

PROPER USAGE

The **Logistics Plus**® logo should always appear in full color, or in all black or all white form. It should never be twisted, turned, stretched, or altered in any way. If you ever need a Logistics Plus logo, it can be downloaded at logisticsplus.com/logo or you can email marketing@logisticsplus.com.

As shown below, the logo can be used with or without the tagline (although with the tagline is generally preferred for most treatments). Occasional "limited use" variations may also be introduced from time to time for special events or milestones, e.g., anniversaries, holidays, etc. Old versions of the logo are not permitted.

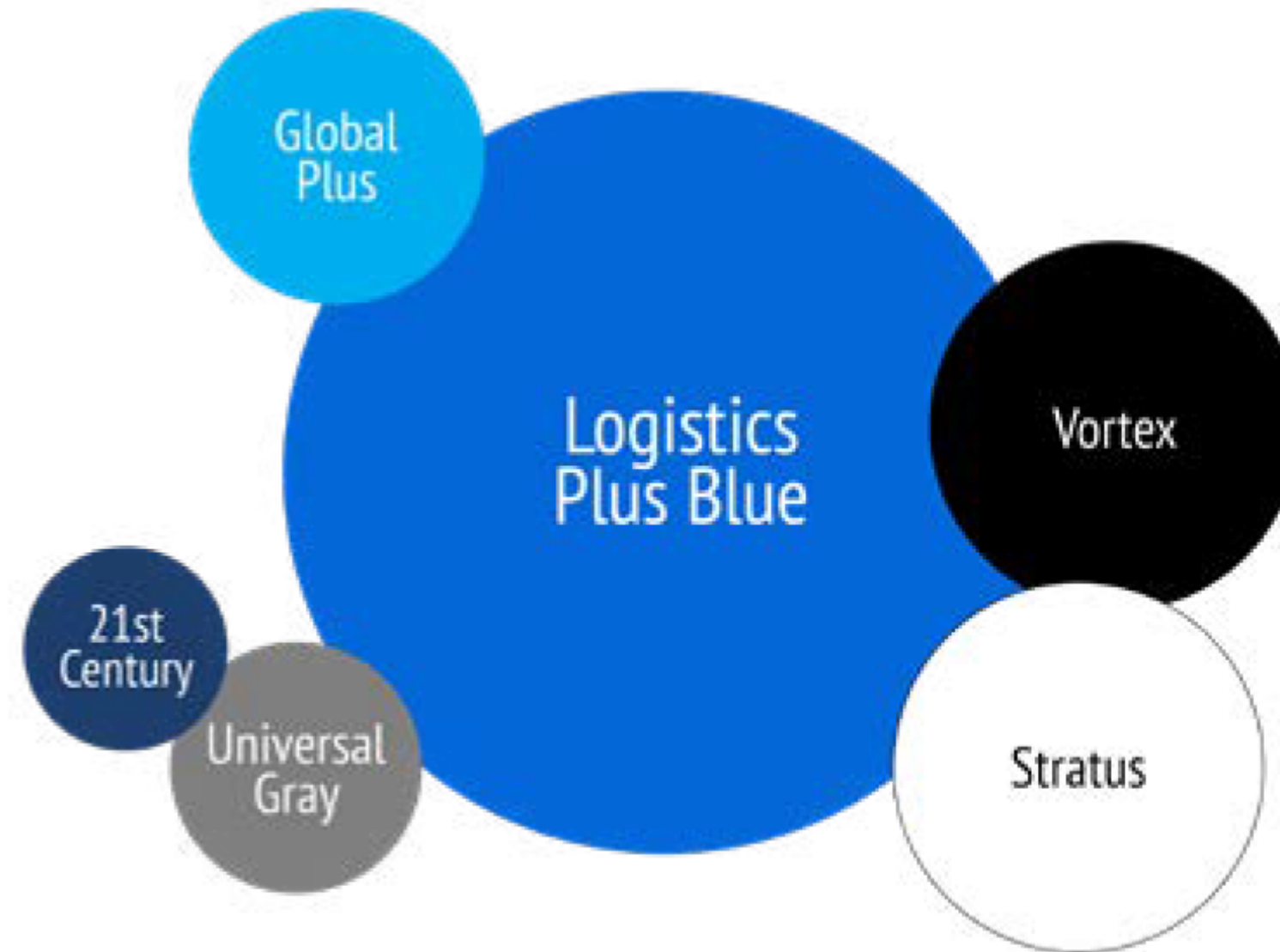


You may use other colors that fit to each post, but for serious company branding purposes please refer to these colors.

DESIGN SPECIFICATION

COLOR PALLETTE

This is our color palette for print and digital materials. Although exceptions can be made, staying within the color palette reinforces a consistent brand and image in the marketplace.



PRIMARY COLORS

Logistucs Plus Blue R:3 G:103 B:217 C:84 M:61 Y:0 K:0 HEX# 0367d9	Vortex R:0 G:0 B:0 C:75 M:68 Y:67 K:90 HEX# 000000	Stratus R:255 G:255 B:255 C:0 M:0 Y:0 K:0 HEX# ffffff
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SECONDARY COLORS

Global Plus R:0 G:174 B:239 C:69 M:14 Y:0 K:0 HEX# 00aeef	21st Century R:29 G:62 B:108 C:98 M:82 Y:32 K:18 HEX# 1d3e6c	Universal Gray R:127 G:127 B:127 C:52 M:43 Y:43 K:8 HEX# 7f7f7f
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You may use other fonts that fit to each post, but for serious company branding purposes please refer to these fonts.

DESIGN SPECIFICATIONS

TYPEFACES

Our primary fonts are PT Sans Narrow ^{**}(for headlines) and Arial (for body text). Other sans serif fonts such as Arial Narrow and Calibri may be substituted when primary fonts are not available. A new font may be introduced for special designs or situations.

HEADLINES

PT SANS NARROW

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

BODY COPY

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

HEADLINES

ARIAL NARROW

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

BODY COPY

CALIBRI

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

^{*}PT Sans Narrow is a Google font and can be downloaded at <https://www.google.com/fonts/specimen/PT+Sans+Narrow>

Formal Social Media

LinkedIn

LinkedIn is a formal type of social media. We want to keep a more refined feel. This is the platform that we have the most followers on, so we have to show this platform a little extra special attention.

Informational Social Media

Facebook

People look to Facebook for social interaction. This is the platform where we have the most interaction with families, friends, and our employees of LP.



Social Media Tips



LinkedIn is where some people social network on a professional basis. It's sort of like a corporate CV, resume, or portfolio.



People of older ages like Millennials, Gen X and Baby Boomers connect the most on this platform.

Sharing Social Media

Instagram

Instagram is populated mostly by younger generations such as Millennials and Gen Z. Something posted on Instagram should be colorful, eye-catching, and also be easy to share with others. One of the biggest mis-steps on Instagram are posts that include low quality/dull images, or overly saturated wordy images. Those do not do well, so keep that in mind.

Fast-Paced Social Media

YouTube

YouTube is a great way to show animations and videos. It's good for company updates, promo videos, and to show progress on projects. With this platform you can create dialogue and interact with chat.



Social Media Tips



Strong images get shared the most on this platform.



Videos that range from 2-10 minutes do best on this platform.

Fast-Paced Social Media

Twitter

Twitter is the most fast-paced social media. It's ever changing and has a current character limit of 280 per post. Twitter is where people go to share something quickly, but it's the least formal type of social media. It's good for sharing small videos, multiple images, and small victories.

Light-Hearted Social Media

TikTok

TikTok is mainly populated by Gen Z (85% of it to be exact). It's for fun, and should be positive with comical content. Research popular sounds and trends to boost your account. DO NOT have a business account. You won't have full access to some sounds as a business account. Warning: filled with spam/bot accounts.



Social Media Tips



Keep in mind that trending on Twitter isn't always a good thing.



Keep it 7-15 seconds, and use POPULAR sounds. That will boost the views.

Content Creation

Need Content?

We have a Creative & Social Media Specialist in our Corporate Marketing Department who creates many of the graphics you see on our social media and printable content.

Need a graphic? Ask the Marketing Team! They can help you create content for your branch, or lead you in the correct direction in social media posting.

However, you should be able to do basic requirements like taking high resolution images, recording video and audio, and creating basic social media posts with good, high quality images. Not every post needs to be a graphic. Only use graphics when it's appropriate like promos, advertisements, events, and other company accomplishments.



Social Connections

Hashtag Usage

A hashtag is a word or phrase preceded by a hash sign (#), used on social media websites and applications, especially Twitter, to identify digital content on a specific topic.

"spammers often broadcast tweets with popular hashtags even if the tweet has nothing to do with them"

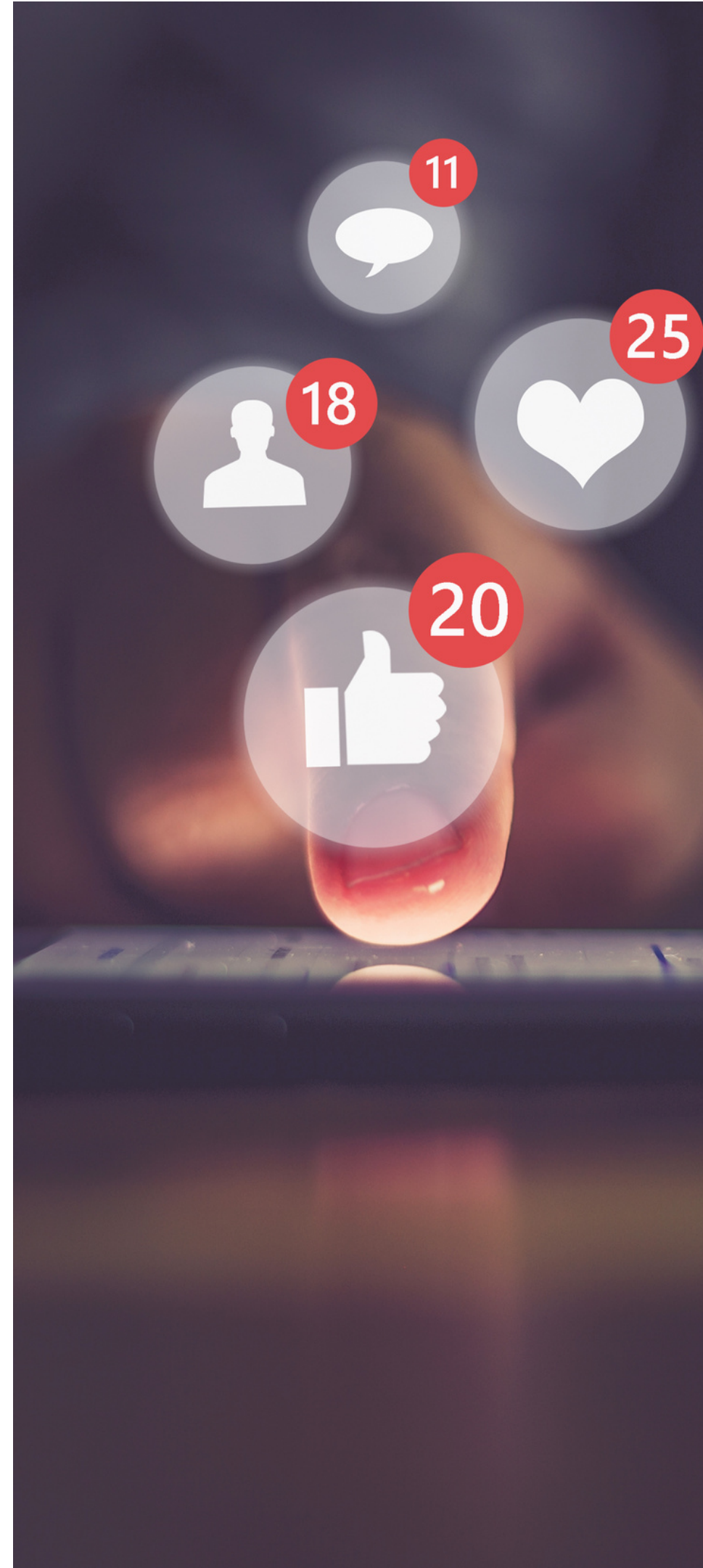
A good rule of thumb is no more than four (4) hashtags per post, and have them always pertain to the post. Most LP posts should also contain #LogisticsPlus or #PassionForExcellence.

Refer to official company social media as an example.



Minimum Requirements

Logistics Plus encourages at least one functional LinkedIn profile for each branch. This ensures all branches have an online presence that gives the company more reach and brand awareness.



Questions?

You may use the official Logistics Plus social media accounts as a guideline. You may also contact Marketing for questions.

Marketing Email

marketing@logisticsplus.com

Creative & Social Media Specialist

Hannah.McCall@logisticsplus.com



Logistics Plus Inc.

Share Page

A 21st Century Logistics Company. We put the "Plus" in Logistics! #PassionForExcellence
Transportation, Logistics, Supply Chain ... · Erie, PA · 24,208 followers

Analytics

Last 30 day activity

11.5K ▲ 5.8%

Search appearances ?
Last 7 days

2.2K ▲ 24.2%

Unique visitors

1.1K ▲ 20.3%

New followers

102.2K ▲ 110.3%

Post impressions



Start a post



Photo



Video



Poll



Write article

Page posts

Hashtags

Employee posts

Ads

Filter admin posts by: All

Get more engagement by sponsoring your post.

Boost

Posted by Scott G. Frederick · 5/31/2022

Pinned ...

Grow your followers



250/250 credits available ?

Build your audience and reach by inviting connections to follow your Page

Invite connections

Manage ?

Events



Here is the official Logistics Plus LinkedIn Page.

Icon Size:
268 (w) x 268 (h)
pixels

Banner Size:
1584 (w) x 396 (h)
pixels

They must be either PNG or JPEG files.

Usage Rights

REMEMBER

DO NOT use someone else's content. We may get in legal trouble if we don't buy usage rights, have a license of usage, get permission from the artist, or claim it as our own work.

It's important to remember that others work hard on the content they create, so be respectful and truthful when creating content. If something is free of use, still give the artist credit. If you worked hard for something that is free of use they do ask for donations and credit mentions.

Give credit where credit is due. Thank you!





Brand Guidelines

Worried About Brand Guidelines?

We have a Branding Guidelines Document that you may acquire in order to apply the appropriate branding standard to your post.

Don't be afraid to ask questions!

marketing@logisticsplus.com



Thank You

marketing@logisticsplus.com

Hannah.McCall@logisticsplus.com