



# CORPORATE SOCIAL MEDIA STYLE GUIDE

FIRSTLY

# OUR PURPOSE

The Corporate Social Media Style Guide has been developed to empower our Sales Consultants to participate in this new frontier of marketing and communications, to represent Metro Wallcoverings, to share the Metro story and to amplify the brand messaging.



# CONTENTS

<b>SOCIAL MEDIA BENEFITS</b>	<b>4-5</b>
.....	
<b>DEFINING ROLES AND RESPONSIBILITIES</b>	<b>6</b>
.....	
<b>GUIDELINES</b>	<b>7</b>
.....	
<b>GLOSSARY OF TERMS</b>	<b>8-9</b>
.....	
<b>INSTAGRAM A HOW-TO-GUIDE - SETTING UP YOUR SALES CONSULTANT ACCOUNT</b>	<b>10-11</b>
<b>Content Creation</b>	<b>12-13</b>
<b>Tagging your posts</b>	<b>14-15</b>
<b>Hashtags</b>	<b>16</b>
<b>Who to Follow - Associated Brand Handles</b>	<b>17</b>
<b>Engagement &amp; Participation</b>	<b>18</b>
.....	



SOCIAL MEDIA

---

# BENEFITS





## Perspective

Encourages employees to own and amplify Metro Wallcoverings brand message, and use their creativity to show product in their own unique way.



## Brand Recognition

Sharing products and other updates on social media by employees increases the marketing reach and brand recognition for the organization at no-cost.



## Staying Connected

Stay connected with not only your clients but also with our suppliers and business partners, helping us build stronger relationships.



## Market Research

Social media creates a great opportunity to be exposed to industry trends, and provides in-depth insights into what your clients and competitors are currently working on.



# DEFINING ROLES & RESPONSIBILITIES

## IT'S WHAT WE ARE HERE FOR

The marketing team is responsible for the corporate Metro Wallcoverings social media accounts, including posting, engaging, monitoring and responding to client inquiries. It is the Sales Consultant's responsibility to ONLY monitor their own page and respond to the inquiries on their page. Please do not respond to comments or questions on the Metro Wallcoverings official social media pages, this is the responsibility of the Marketing team.

Sales Consultants are encouraged to repost photos/posts from the Metro Wallcoverings corporate account, as long as Metro Wallcoverings is tagged/mentioned appropriately.

If you have images or videos from a lunch & learn for example, and need help turning it into content for your social media page, the marketing team is here to help you curate content to build your online presence.



**INSPIRATIONAL**



**ENGAGING**



**INFORMATIVE**

Your posts should act as a source of inspiration to your clients. Surface scaping is encouraged.

Engage with your clients. Respond to their questions and comments as soon as you can. Post content that is tailored towards your followers' interests.

Social media is a great platform to share information about product launches, product details, lunch & learns, and tradeshow you are attending.

## GUIDELINES

### Do's and Don'ts

Let us help guide you in the right direction to create a successful social media presence under the Metro Wallcoverings brand.

**When posting on your Sales Consultant social media accounts, to talk about Metro products or the Metro business (e.g., projects, promotions, sales, events and initiatives), always use good judgment and follow these guidelines:**

- All social media accounts promoting the Metro Brand must strictly only post work related content. No selfies or personal photos of your families, fitness activities, outings, or political or religious beliefs that are unrelated to the business. If you are unsure, please have the marketing team review the content before posting.
- Do not post sensitive, private or confidential company information (e.g., unannounced product launches and promotions, internal sales results, company strategy, pricing information or comparisons).
- Do not post photos of or make negative comments about our customers and do not share details about customer visits—both private and public figures—without their permission.
- You may be legally responsible for the content you post, so respect brands, trademarks and copyrights.
- Always tag @metrowallcoverings in all your posts so the marketing team can easily see them

---

# GLOSSARY OF TERMS

- **ACTIVITY TAB:** Your activity tab, identified by a heart, shows you when a user likes or comments on one of your photos; when a user mentions your username in a comment; and when you are tagged in a photo by another user.
- **BIO:** Short description that appears at the top of your Instagram profile.
- **CAPTION:** A brief description that appears with a photo.
- **COMMENT:** Comments allow your followers to interact with your posts.
- **DIRECT MESSAGE (DM):** A private message between two people, or a group of people, that cannot be seen except by invitation.
- **DOUBLE TAP:** The term double tap or double tapping is simply another way to refer to “liking” a post, since double tapping an image on Instagram is a method of liking it.
- **EXPLORE TAB:** This tab, identified as a magnifying glass, facilitates two features: searching and discovering. You can search by hashtag or by user.
- **FOLLOW:** The act of subscribing to another user’s updates. When you follow a user, everything they post will show up on your feed.
- **FOLLOWER:** Users who subscribe to your posts on social media platform
- **HANDLE:** This is your username, often preceded by “@”. How other users can search for you, mention you, or reply to you. This is also your username when logging into Instagram.
- **HASHTAG # :** A word or phrase (without spaces) preceded by a hash or pound sign to identify a keyword or topic and make it easy to track and search,
- **HIGHLIGHT :** Instagram Stories saved to your profile making it visible for as long as you choose.
- **MENTION:** The act of mentioned another user by placing the @ sign before their user name so that they are notified. A mention can be in a comment, or a post’s caption.
- **NEWS FEED / TIMELINE :** Acts as the “home page”, and is the first page you’re directed to immediately after logging in. News feeds show a stream of images that your followers have posted.
- **STORIES :** Twenty-four-hour posts found at the top of the Instagram news feed.
- **TAG :** Tagging an image identifies someone else; a business, brand, or person that is featured in the post, and is preceded by “@”. It is a way of giving recognition to our suppliers/clients and helps reach a broader audience.



# GLOSSARY OF TERMS



# INSTAGRAM

... A HOW-TO-GUIDE

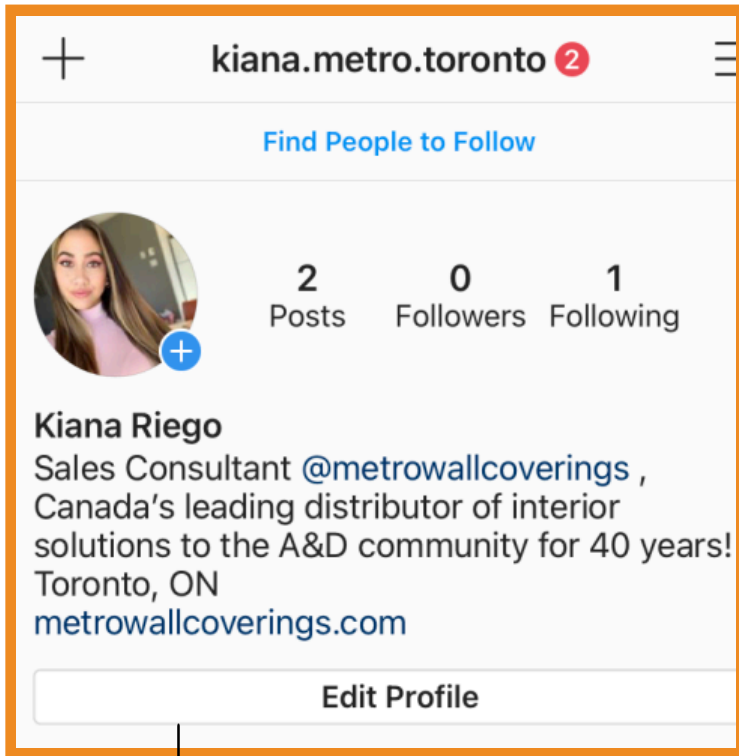
## SETTING UP AN ACCOUNT UNDER THE METRO BRAND

---

Please follow these steps when setting up a Metro Wallcoverings Sales Consultant Instagram account to ensure the Metro Wallcoverings brand is showcased consistently and professionally across the platform.

# SETTING UP AN INSTAGRAM

Please see below how your Instagram profile should look.



## USERNAME/HANDLE

Please include your first name.  
metro.city

## PROFILE PHOTO

A photo of yourself.

## FULL NAME

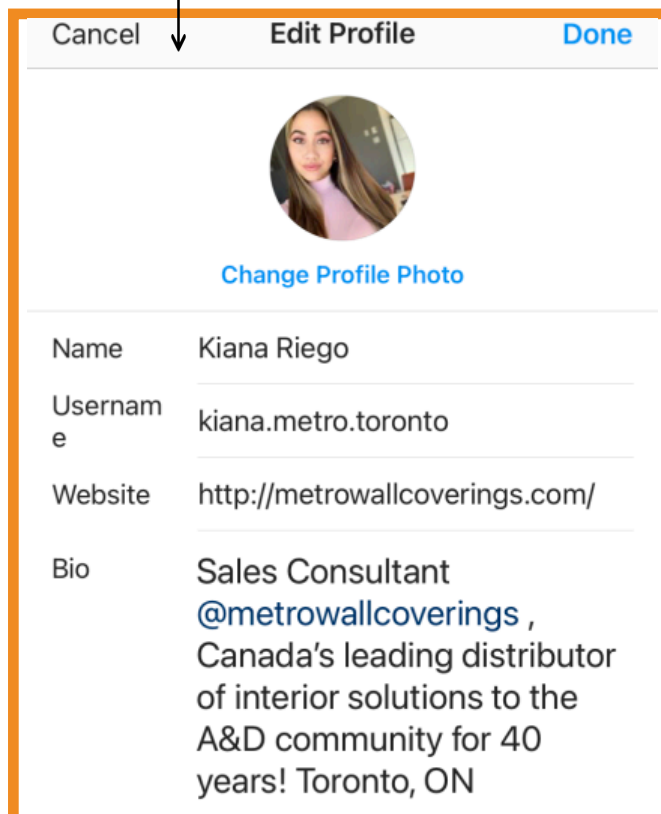
## BIO

Update your bio to the exact copy displayed here, to ensure consistency on all Sales Consultants Instagram pages. Include your city/province.

## WEBSITE

Please include our company website.

Click edit profile to update your information



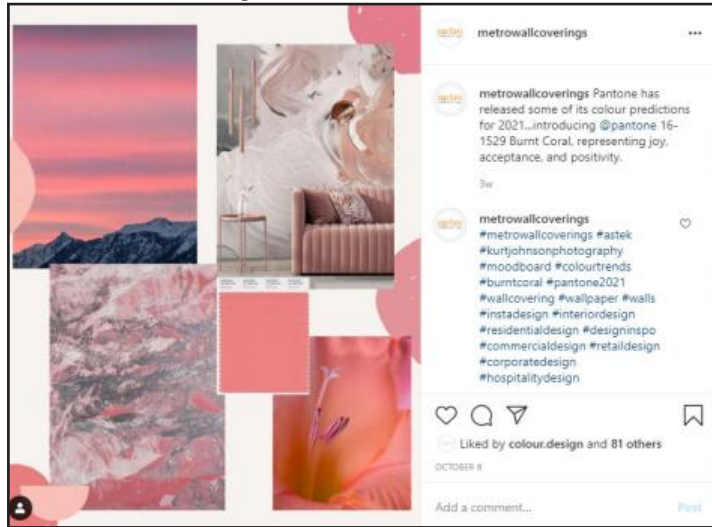
Moving forward, please do not share Metro related content on your personal Instagram accounts.

# CONTENT CREATION

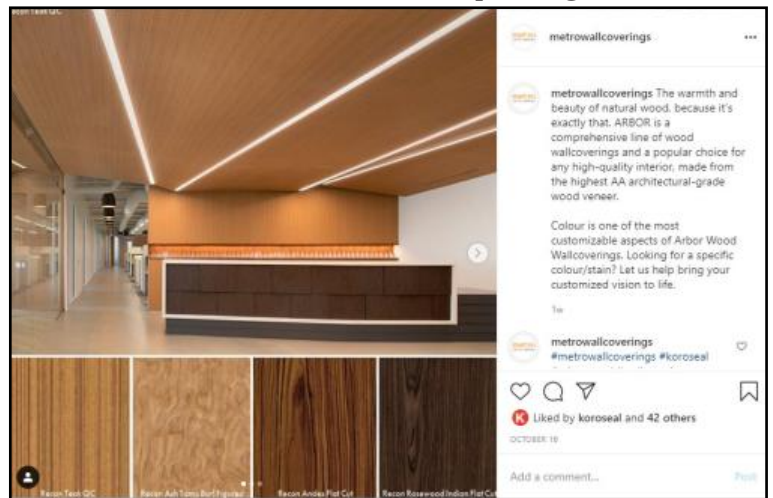
Below are some ideas and examples of different kinds of posts you can create and share.

- Share/repost content from the corporate social media accounts
  - \* You are able to repost any corporate post, no matter how old. This is a great place to start and reference when looking to build up the amount of posts on your account.
- Share/repost content from our associated brands social media accounts
  - Arte, Omexco, Vescom etc.
- Create a surface-scape / collage with samples and take a photo
- Holiday post – Valentine’s Day, Thanksgiving, Mother’s Day, Father’s Day
- Fun national holiday post – National Donut Day, Pet Day, First day of Summer etc.
- Colour Trends – colour alert, colour of the year
- Mood Boards – feature products in a specific colour family or theme.
  - Coral mood board, botanical mood board, Autumn mood board etc.
- New Product Introductions – roomsets, detail shots, surface-scape, videos
- Installation images – finished projects
- Product spotlights – Arbor Wood, Walltalkers, protective wallcovering
- Lunch and learns and client outings
- Industry Events and tradeshow - Best Western Convention, IDS Toronto
- Flashback (#FlashbackFriday - #fbf) or Throwback (#ThrowbackThursday - #tbt) posts featuring past customer outings or events

## Mood Board/Colour Alert



## New Product/ Product Spotlight



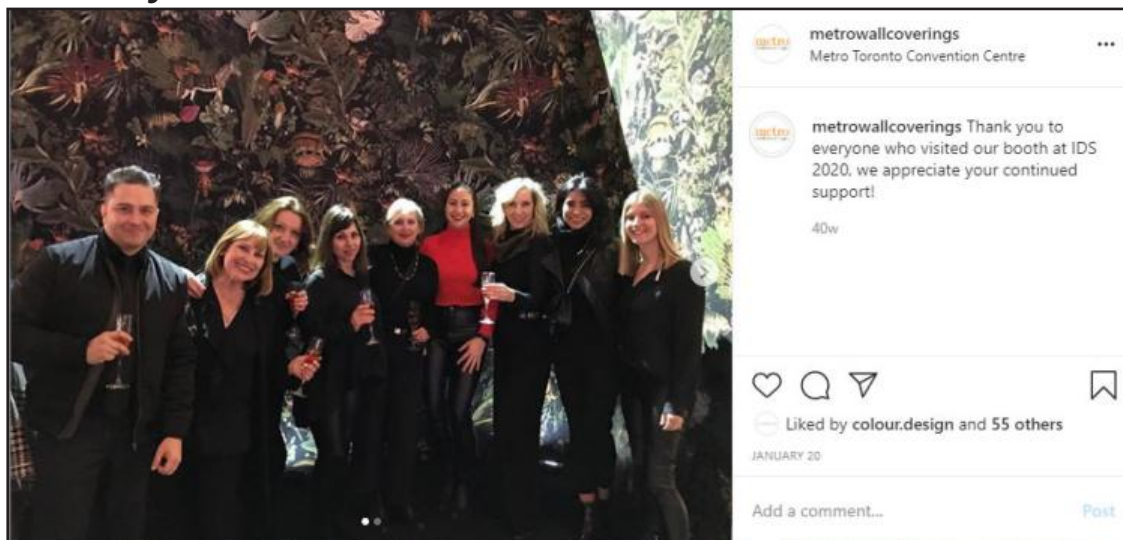
## Holiday Post



## Installation Image/Repost



## Industry Events/Tradeshows



## CONTENT CREATION APPLICATIONS

Visit the App Store (Iphone users) or the Google Play Store (Android users) to download the free applications below to help you create engaging content.

### Repost



Repost makes it easy to #Repost your favorite photos & videos from another Instagram account.

### Canva



Explore thousands of custom templates and stock Images to create content for your newsfeed or story.

### Instasize



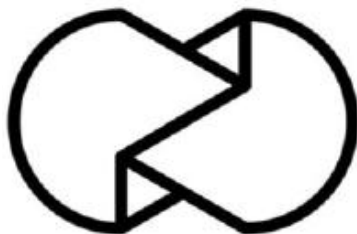
Easily resize & edit photos and videos with photo filters, picture borders, collage maker and so much more.

### Layout



Create fun, one-of-a-kind layouts by remixing your own photos. Choose your photos, pick a layout you like best, then edit it to make it your own.

### Unfold



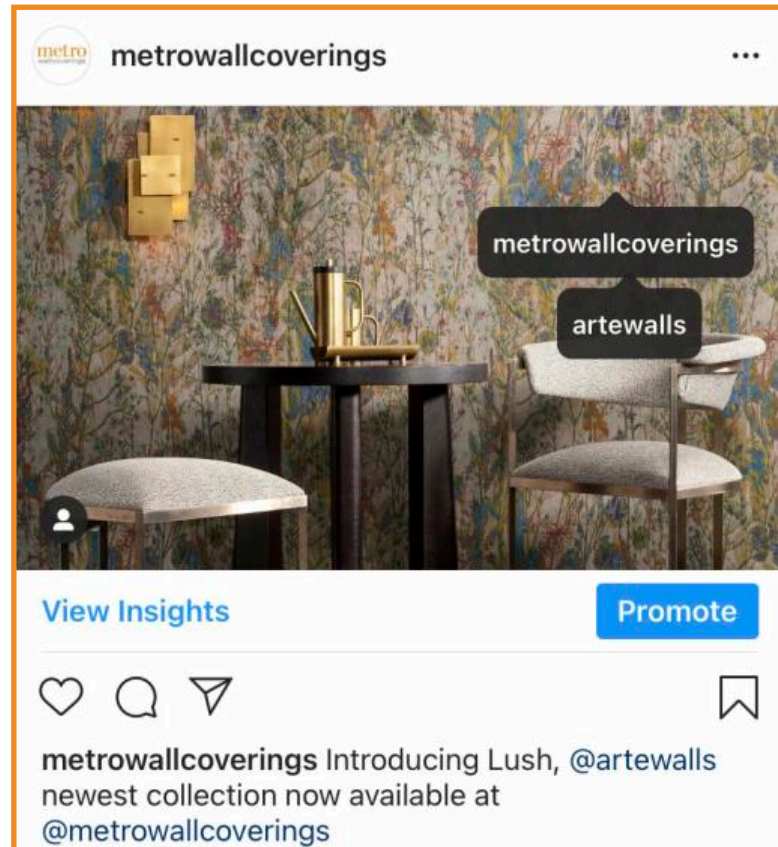
Create beautiful collage layouts for Instagram Stories with our easy-to-use designs, fonts and tools to take your content to the next level.

### Mojo



Hundreds of animated templates to create eye-catching stories. You can add photos and videos to any template.

# TAGGING YOUR POSTS



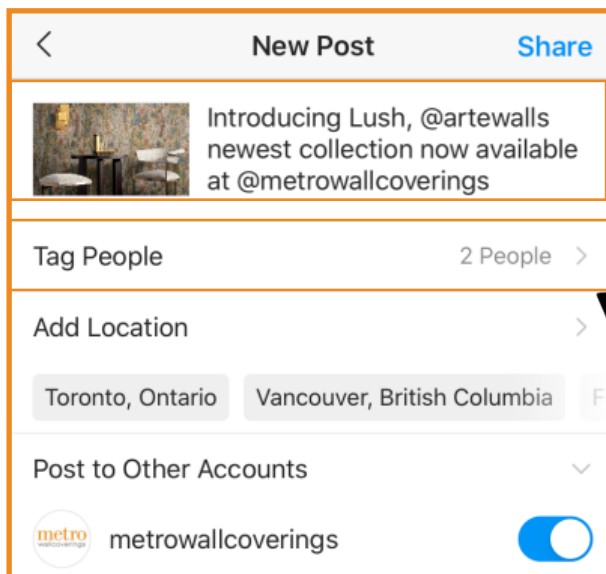
Tagging and mentioning people in a post identifies and notifies them, providing them with recognition and helps your post reach a broader audience.

When making a post, be sure to tag [@metrowallcoverings](#) as well as the supplier or designer, if they are on Instagram, and mention them in your caption.

Please refer to the next page for a step-by-step example of tagging and mentioning in a post.

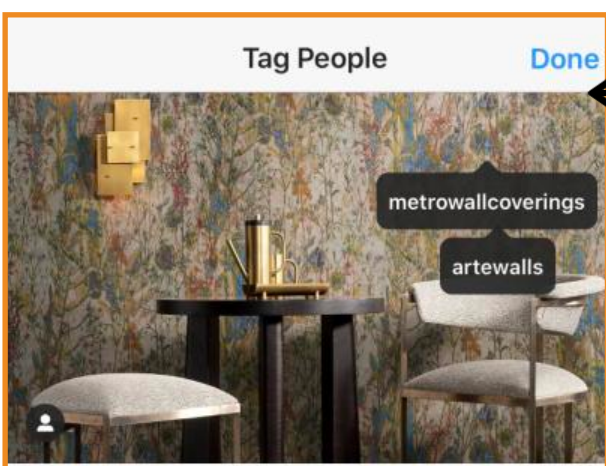
# EXAMPLE

Once you choose the image(s) you want to post on Instagram, you will be directed to a page that looks like the first image below.



Here is where you insert a caption for your photo, and mention @INSERTDESIGNERNAME. When mentioning someone in your caption they will be notified.

Click here to tag people. You can tag as many people as you like. The people tagged will be notified and the image will appear on their profile under tagged photos.



After you click on "Tag People", a page will pop up that looks like this. Tap on the photo and when prompted, start typing each handle/username you wish to include ie: @metrowallcoverings @arte. If you have multiple photos, just swipe left to move to the next image and follow the same steps. Once you add all of your tags, you can easily drag them to your desired position on the photo. Once you've added all of your tags, click "Done".



## ADDING HASHTAGS TO YOUR POSTS ON INSTAGRAM

Hashtags are used to categorize social media content into easily navigable lists. Including #[INSERT KEYWORD] in a post makes it searchable and visible online with other posts using that same hashtag. It is recommended to use a variety of hashtags on your posts, so that your posts can reach more people.

For example, if you are posting the image on page 14 of the Arte pattern Lush, you can use #residentialdesign to reach those looking specifically for residential design inspiration, but also use #wallcovering and #wallpaper for those who are interested in your day-to-day life as a wallcovering Sales Consultant.

### HERE ARE 6 DIFFERENT TYPES OF COMMUNITY HASHTAGS YOU CAN USE ON INSTAGRAM:

#### 1. Hashtags indicating your product or service, like

#wallcovering #metrowallcoverings

#### 2. Hashtags indicating your niche in your industry, like

#commercialdesign #hospitalitydesign

#### 3. Hashtags for Instagram communities in your industry, like

#interiordesign #architecture

#### 4. Hashtags using location, like

#canadianinteriors #torontodesigner

#### 5. Daily hashtags, like

#mondaymotivation or #tuesdaytip

#### 6. Hashtags with phrases relevant to the image, like

#sustainabledesign #omexco

#### 7. Hashtags for Events

#BestWesternConvention #IDSVancouver

---

# | WHO TO FOLLOW

**ARTE: @artewalls**

**ASTEK: @astekinc**

**CHRIS COLLACOTT: @avisionphotography**

**CLODAGH: @clodaghdesign**

**COLOUR & DESIGN: @colour.design**

**EVANS AND BROWNS: @evansandbrowns**

**GAGE ARCHITECTURAL PRODUCTS: @gagearch**

**HOOKED ON WALLS: @hookedonwalls**

**HYTEX: @hytextextiles**

**KOROSEAL: @koroseal**

**KURT JOHNSON: @kurt\_johnson\_photography**

**LUXE SURFACES: @luxe\_surfaces**

**MANDY BUDAN: @budanart**

**MAYA ROMANOFF: @mayaromanoff**

**OMEXCO: @omexcowallcoverings**

**OREN SHERMAN: @orensherman**

**PATTY MADDEN: @pattymadden**

**REID WITLIN: @reidwitlinltd**

**REPUBLIC OF II BY IV: @republicofiibyiv**

**ROGER THOMAS: @rogerpthomas**

**SARAH BERRETTA: @sarahberrettaart**

**SARAH ROWLAND: @sarahrowlanddesign**

**SHIMMER SCREEN: @shimmerscreen**

**SCUFFMASTER: @scuffmasterpaint**

**TAPETEX: @tapetexwallmaterials**

**THE ALPHA WORKSHOPS: @thealphaworkshops**

**VESCOM: @vescomamerica @vescom\_bv**

**VERSA: @versawallcovering**

**YORK: @york\_contract**

---

# ENGAGEMENT & PARTICIPATION

Engage with the Metro Wallcoverings corporate Instagram account by liking, commenting, or sharing our posts to your Sales Consultant page and/or story. Engaging and reposting the corporate account posts will increase the Metro Wallcoverings brand visibility on Instagram and increase our reach and followers.

Creating a Sales Consultant Instagram account is NOT mandatory. Although everyone should be aware of Metro Wallcoverings social media activities and we're here to help when you're ready to take the next step.

If you decide to participate, we encourage you to post on average 2 - 3 times a week to your newsfeed, and as frequently as you like to your story.

## **DO NOT HAVE A PERSONAL OR PROFESSIONAL INSTAGRAM ACCOUNT**

- Ask your clients to follow the corporate Metro account

## **HAVE A PERSONAL INSTAGRAM ACCOUNT, BUT NOT COMFORTABLE CREATING A PROFESSIONAL SALES CONSULTANT ACCOUNT TO PROMOTE METRO**

- Ask your clients to follow the corporate Metro account
- Follow the corporate Metro account on your personal account

## **READY TO START USING A PROFESSIONAL SALES CONSULTANT INSTAGRAM ACCOUNT TO PROMOTE METRO**

- Ask your clients to follow the corporate Metro account
- Follow the corporate Metro account
- Follow associated brands, industry leaders, customers, etc.
- Use the Social Media Style Guide to set up your Sales Consultant account
- Start building your following
- Begin creating engaging content

## **ALREADY USING A PROFESSIONAL SALES CONSULTANT ACCOUNT TO PROMOTE METRO**

- Ask your clients to follow the corporate Metro account
- Follow the corporate Metro account
- Follow associated brands, industry leaders, customers, etc.
- Use the Social Media Style Guide to ensure your account is set up correctly
- Continue building your following
- Use tools to generate more engaging content

LASTLY

# THANK YOU

When the Metro Wallcoverings Corporate and Sales Consultant Instagram accounts work together to promote consistent Metro messaging into the market, it strengthens our brand and extends our reach.

To reference the Instagram training basics presentation please click [here](#).