

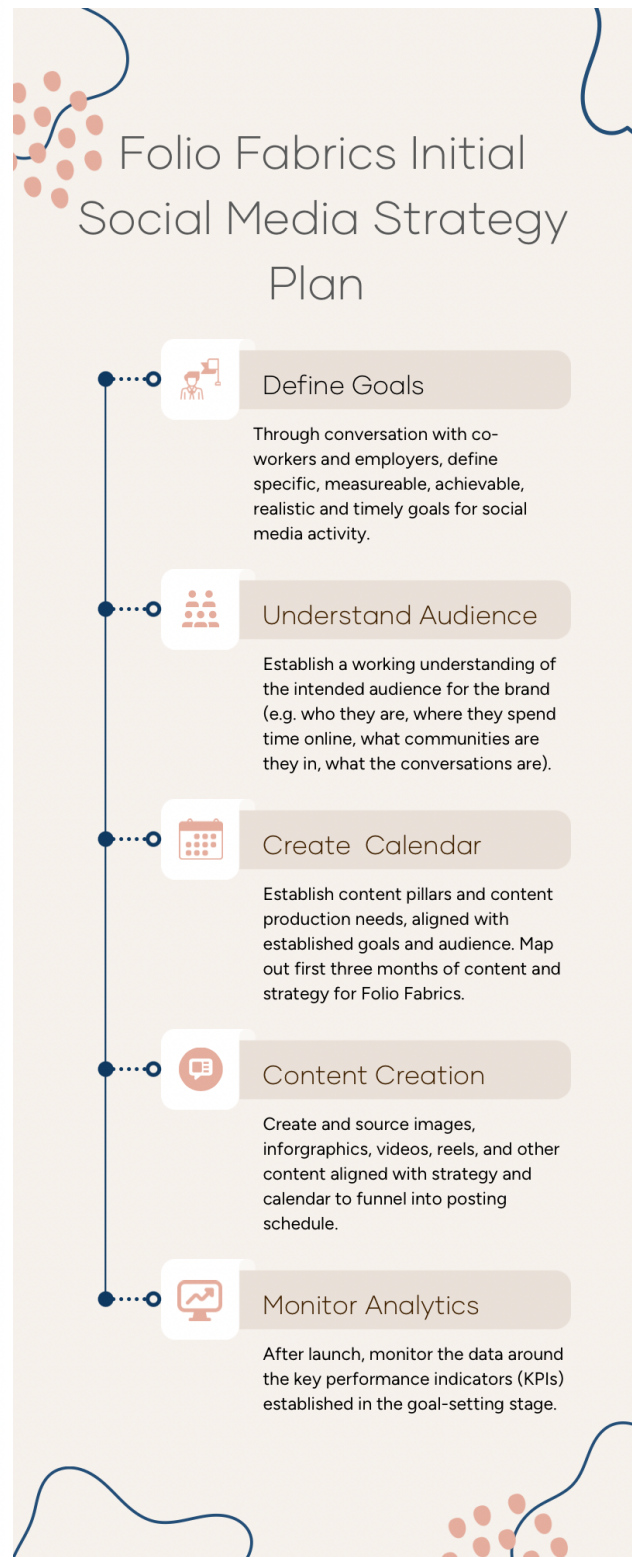
Initial Social Media Strategy

This initial social media strategy is for the first three months of employment as the social media manager of Folio Fabrics.

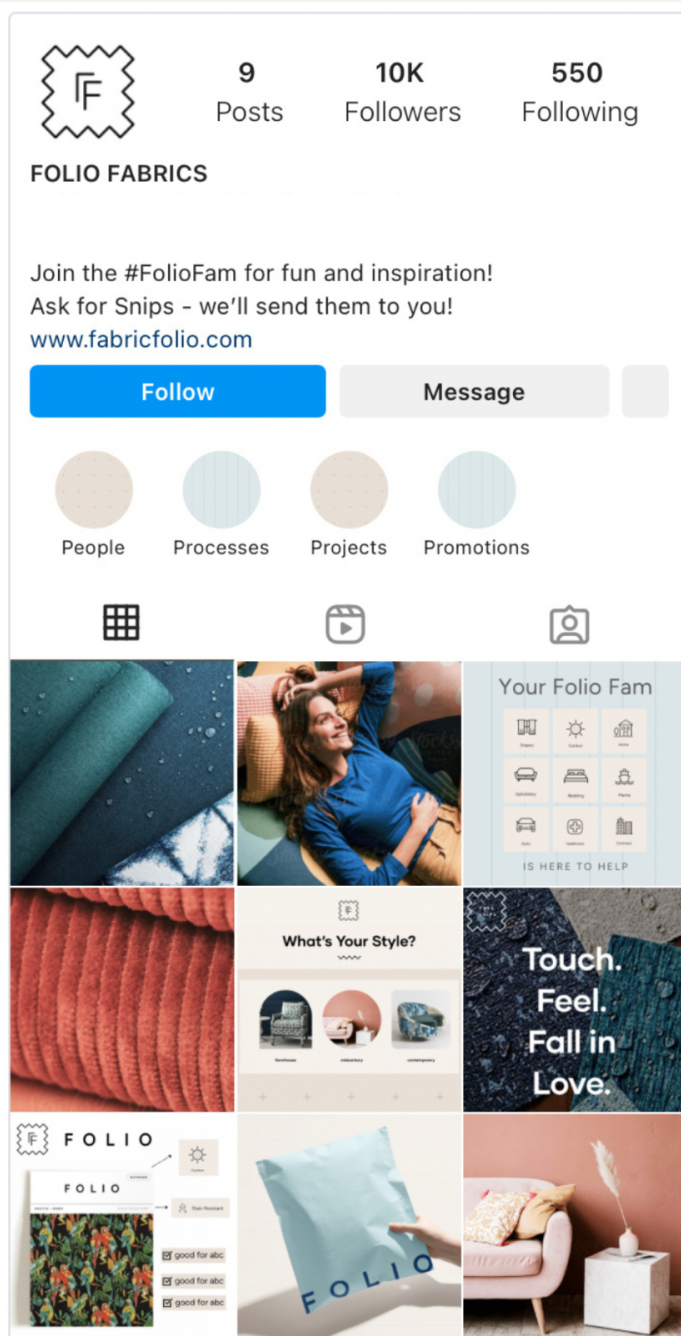
It works to establish the “Who, What, Where, When, How and Why” of the social media marketing plan. By defining what success will look like, directed and intentional effort can be made to work towards that success.

After 1-3 months of establishing Folio Fabrics as a member of the Instagram community, the success of the plan would be assessed and data-driven decisions would be made about next steps.

After 1-3 months would be the time I would recommend starting promotions and partnerships.



Sample Instagram Feed



This sample Instagram feed highlights the textural and visually appealing nature of the brand.

The posts work to motivate, inspire and support the potential customer in their creative pursuits.

The content establishes Folio Fabrics as a trust-worthy authority and the brand as a helpful member of the community.

It provides a place for fabric and DIY enthusiasts to learn and connect with like-minded people.

Mockup Instagram Post for Folio Fabrics



This post highlights a fabric and the icons that help a consumer choose. It directs the customer to the quiz if they are struggling with a choice.

After learning more about the fabrics and appropriate uses I can add short descriptors here to highlight potential end use.

Appropriate hashtags will be added to the post after keyword research #FolioFam is a currently inactive hashtag and seems like a natural choice!