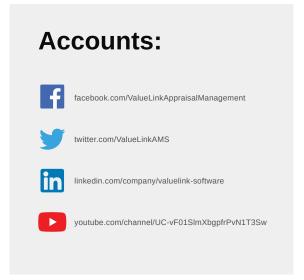


Use this guide when creating new social media material for sites such as Facebook, Twitter, Linkedin, etc.

When interacting with the ValueLink social media audience it is important to maintain a consistency of voice, tone, and substance. An engaging and consistent style provides credibility and better communicates the nature of the business. This guide is intended to provide direction for any social media posts made on behalf of, or in connection to ValueLink.



Social Media Goals

- Increase Brand Awareness
- Increase web traffic
- Generate new leads
- Boost brand engagement
- Grow audience
- Establishing our C Level executives as Thought Leaders
- Improve the brand's search engine ranking (SEO)

Voice and Tone

- Professional
- Modern and UpToDate
- Smart & Refined



The 4-1-1 rule Originally introduced by Joe Pulizzi of Content Marketing Institute, the 4-1-1 rule states that for every four early-stage, light, and informative pieces of content you share, you can have one soft-sell offer and one hard-sell offer, like a demo. The 4-1-1 rule can guide your sharing strategy for all social media platforms.

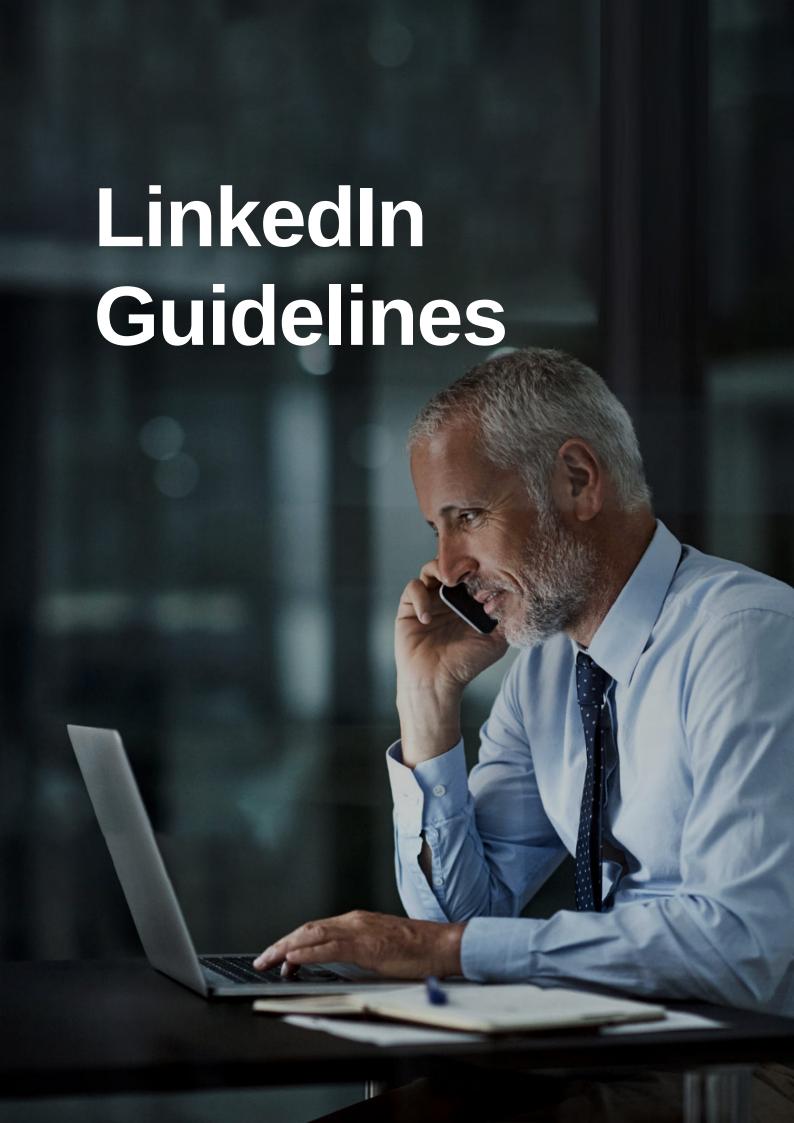
Content Pillars

- Branding: VL campaign posts (inbound, social media, web design)
- Employer branding posts (our culture, who we are)
- Relevant topic shares/external content
- Blogs
- White paper
- Videos

Writing Style

- Sentences should be short and crisp and ideally less than 25 words.
- Paragraphs should be short and well-constructed no more than four or five sentences.
- Avoid jargon and acronyms
- Use vivid, action-oriented verbs.





Intro

More than 30 million companies use LinkedIn for business. Not just because it's the preeminent social network for recruiting and hiring top talent. With more than 690 million members, more and more brands are using LinkedIn marketing to network, connect, and sell.

ValueLink Software's company LinkedIn profile will showcase products/services, employee networks, blog posts, upcoming events, and status updates.

When ValueLink decides to host any event, the events section will be used which allows event organisers to post events and monitor attendees.

When required we will also post job opportunities.

For your personal page, ensure that your profile is as complete as possible, include the recommendations you have generated, and use LinkedIn Answers to ask and answer questions that showcase your interests and expertise.

Note: LinkedIn profiles of all VL employees must be updated and should follow the 5 steps given below

5 steps to a dazzling new personal profile

01 Craft a killer opening

Over-invest in your headline and summary. For a more approachable feel use the first person ("I...we").

02 Dress it up with rich media

Showcase your work by uploading/linking to pictures, videos, blogs, SlideShare presentations, and websites.

03 Add certifications

Build credibility by sharing certifications or clearances you've attained.

04 Showcase your volunteer activities

Paint a complete picture by sharing volunteer work or causes you care about.

05 Make your updates more interactive

Engage with your network by mentioning connections and companies in LinkedIn updates. When they comment, respond in real-time.





Audience

- Use professional demographic data to target the right people by job title, company, industry, seniority, and more.
- Market to influencers, decision makers, and executives who act on new opportunities.
- Combine targeting criteria to build your ideal persona: IT decision makers, C-level executives, small business owners, and more.
- Matched & website Target Audience on LinkedIn
- Primary Audience: Mortgage Lenders
- Secondary Audience: Industry Influencers, AMCs, Appraisers, Partners, Publishers, Policy makers

Steps to be taken by all VL Employees that will increase VL's LinkedIn Followers

- Create and complete your LinkedIn profile and include ValueLink Software as your current workplace.
- All VL employees to "Invite Connections To Follow" from their personal profile.
- Join groups that are relevant to your business and actively participate in discussions by sharing your insights and thoughts so that people get to know you and will be tempted to check out your profile and page.
- Make sure that you engage with in conversations where ValueLink is mentioned, keep the tone positive and professional.
- Follow event hashtags to make sure you are aware of any conversation related to an
 event we are participating in or about the Company.
- Always share all updates posted on the Company's LinkedIn Page with your own personal note.
- All employees need to engage with the content posted on the company page.
- Publish posts and blogs on LinkedIn regularly. Use the LinkedIn Publishing tool to write articles.
- Engaging in the conversations taking place in relevant LinkedIn Groups will help you position yourself as a thought leader as well as to better understand your customers and potential customers.



Posting Details

Days: Monday, Wednesday, and Thursday

Frequency: 3/week

Time: 9:00 am

Always "ON" Content Type

Monday: Industry news (share articles from relevant resources)

Wednesday: Share Product related posts

Thursday: blogs/testimonials

Campaign – Content Type

For each campaign launch (event/integration/partnership/newproducts/services), an exclusive calendar will be created which will run on Monday, Wednesday. Thursday and Saturday. (A mix of static, infographic and video posts)

Content & Design Strategy

- Change header image every 3 months
- All campaigns must be accompanied by a header
- Use LinkedIn SlideShare
 - Company videos
 - Webinar and conference recordings
 - Influencer videos
 - Product how-to's and tips
 - Company presentations
 - Infographics
 - Nicely designed, short and informative content
- LinkedIn Sponsored Content
 - Select a compelling visual (1200x627 pixel image)
 - Have 3-5 active Sponsored Content campaigns at any given time to maximize engagement
 - Run for 3 weeks, then test and iterate
 - Add URL tracking codes to measure post-click actions like site visits or conversions
 - Set up campaigns by audience
 - Shift budget to the audience with the highest engagement rate
 - Use LinkedIn Audience Network to maximize reach.





Content Type

- Keep Facebook posts short and concise (one to three sentences preferred). Use strong action verbs.
- Conversational and approachable relating with consumers on a "friend" level, in a manner that they would speak in.
- Clear and simple making it easy for consumers to understand
- Honest and authentic creating a higher level of trust and loyalty.

Audience

- Primary Audience: Industry Influencers, Appraisers, Partners, Publishers
- Secondary Audience: Mortgage Lenders & AMCs
- Audience reach/type: ~35+, mature in tone, supports existing relationships, and creates dialog and discussion.

Posting Details

Days: Monday and Friday

Frequency: 2/week

Time: 9:00 am

Always "ON" Content Type

Monday: Industry news (share articles from relevant resources)

Friday: blogs/product related

Campaign – Content Type

For each campaign launch (event/integration/partnership/newproducts/services), an exclusive calendar will be created which will run on Monday, Wednesday. Thursday and Saturday. (A mix of static, infographic and video posts)

Tips and Tricks

- Create engaging cover photos to promote large assets, announcements, or events.
- Use tabs to promote assets, a landing page, or other important items.
- Add links to some of your posts to point to a landing page on your website
- Take advantage of Facebook's carousel, slideshow, and canvas features to turn or videos of your new product or latest event into an interactive experience.





Twitter Audience reach/type

>30, used as a listening source to stay up on issues, Twitter has a much larger social influence than Facebook, but a short life span.

How to be successful

With a limit of 280 characters or less, posts are time sensitive because the tweets come and go quickly. Post multiple times a day, use pictures, smart and timely tweets. Use hashtags and hashtag campaigns.

Tips and Tricks

- Generate hashtags for events, product announcements, and other campaigns that need a big promotional push, and understand the popular hashtags that apply to your business, product, or service.
- Mentions are a way for you to engage with other Twitter users. Mentioning people
 will call their attention to your tweet, but avoid using mentions excessively because
 it can feel spammy.
- Include relevant links. Tweets with links are 86% more likely to be retweeted, according to research





Color Palette

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin vel rutrum lorem, vitae convallis mauris. Aenean a sapien suscipit, dictum massa sit amet, facilisis nulla. Sed varius scelerisque eros eu ultricies.



Type Face

Primary

Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Secondary Typeface

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Google Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789



Key Visual

We use a combination of visual presentation, content and production quality to highlight and best communicate our message.

Valuelink Direct



Identity & Elements

All our patterns for ValueLink Direct are based exclusively on **Abstract Triangles.** Some examples of applications are shown here. You are only limited by your imagination!





Core by Valuelink



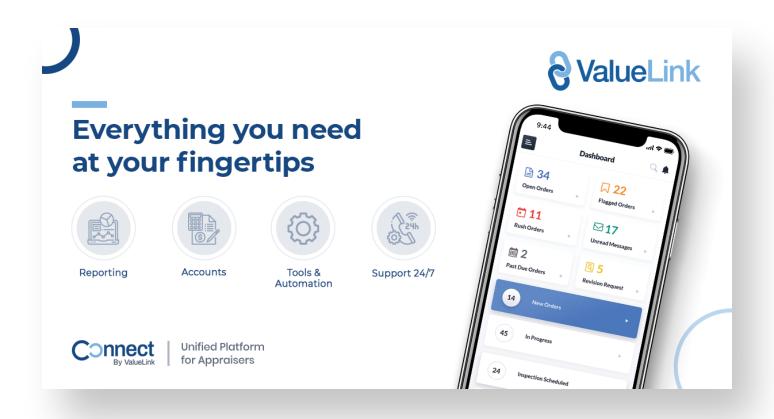
Identity & Elements

All our patterns for ValueLink Core are based exclusively on **connection & line pattern**. Some examples of applications are shown here. You are only limited by your imagination!





Connect by Valuelink



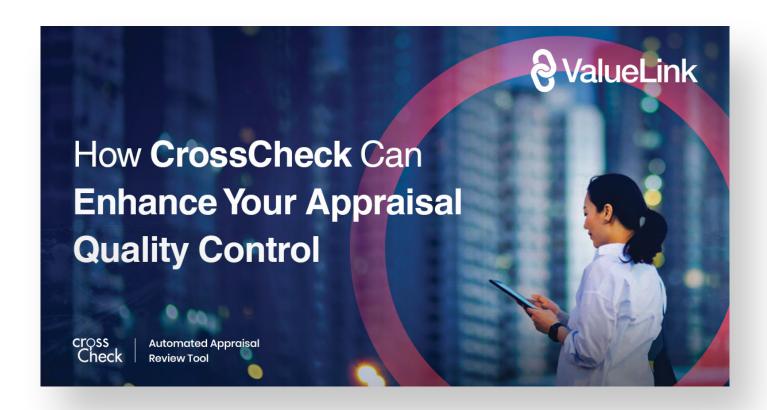
Identity & Elements

All our patterns for ValueLink Connect are inspired by the "O" in the logo. Some examples of applications are shown here. You are only limited by your imagination!





CrossCheck by Valuelink



Identity & Elements

All our patterns for ValueLink Cross Check are derived from its logo - **Red Highlighted Circle**. Some examples of applications are shown here. You are only limited by your imagination!





HomeView by Valuelink



Identity & Elements

All our patterns for HomeView by ValueLink are inspired by the "**Home Icon**" in the logo. Some examples of applications are shown here. You are only limited by your imagination!





Events & Partnership Annoucements

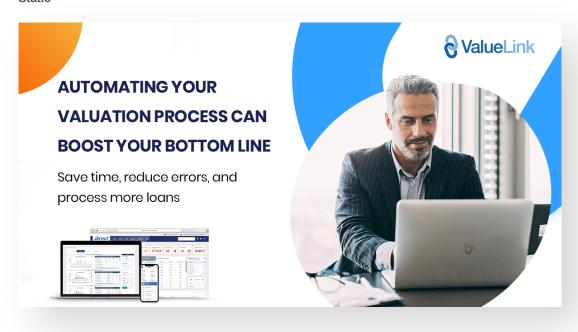






ValueLink Brand

Static



Carousel Post



Identity & Elements

All our patterns for ValueLink Brand are inspired by the "Link Icon" in the logo. Some examples of applications are shown here. You are only limited by your imagination!

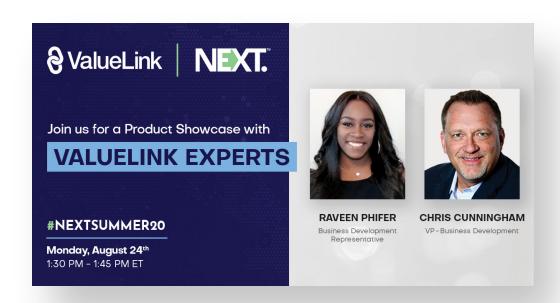


Sizing Specifics



1080 x 1080 px

Responsive size for all social media platforms



1200 x 628 px

Responsive size for all social media platforms





Thank you