



The Coach School

Bonus:

*How to Brand Your
Content on Social*

ALLI WORTHINGTON



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How to Brand Your Content on Social

Brand Recognition

When you hear branding, think about the look, the feel, the way your audience is going to recognize it's you before they even read one word.

Have you ever stopped your scroll before you saw the profile name, and could tell it was your favorite company or favorite influencer?

This is because your brand is not only the content that's posted, but it's also the style in which it's posted. It's the colors, the angles of photos, graphics, the mood of a grid, and so much more.

Here's how we do the work: Start to take notice of which accounts you're attracted to for their style. Take some time to create a Pinterest board of color palettes, styles, fonts, and typefaces – everything that you like about those accounts that have your scroll coming to a halt.

Narrow down what you like, what reflects you as a brand, and what is manageable, and stick with that main style. Our goal in this is brand recognition.

Filters, Graphics & Photography

- **Filters:** I would recommend using filters sparingly. Why? Because they can look dated fast. If you don't believe me, just look at social media in 2010 or so. Having that old vintage film look was the trend... and then quickly was not. The filters of the early aughts were heavy, and everything had a greenish cast to it, but that was the style. And somehow we all did it, and all lived to tell about it.

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- **Graphics:** As for graphics, quotes, mottos – whether your own or someone else’s – brand them for your social media rather than just simply reposting. Be sure to tag that person in your post if you can. And always, ALWAYS give credit to the person you’re quoting at the end of the quote, even when it’s you! The quickest way to ruin your success on social media is to use other people’s intellectual property without crediting them.
- **Photography:** Your social media doesn’t have to be incredibly photo-heavy, but a photoshoot about once a year could be a great investment. Remember when we quickly chatted about batching a video shoot? The same goes for a photoshoot.

Photography Shoot: Tips & Tricks

- **Have A Plan:** The key to getting the most out of this shoot day is having a plan. In the industry, this plan for the day is called a Call Sheet. It’s created to let everyone involved know when you’re starting, when you’re wrapping, and every detail in between.
- **Choose a Location:** Location scouting before the shoot is also an important part of prepping for a photoshoot. Say you want to shoot at this really cool coffee shop in the next town over, but you haven’t been there in a bit. Go check it out! Don’t expect it to look like it did (over even be there) without investigating first. Also make sure you take a look at the sights you plan to shoot at so you can know where the light is at that time of day, and if you need permission for access. It doesn’t have to be expensive. It can be in a field, or the steps of a museum, or in a park.
- **Wardrobe:** You’ll need to plan on what mood you’re going for in the shoot at each location and have a wardrobe to coincide with those locations and styles.
- **Shot List:** Another extremely important part of the plan is having a shot list. This is a list of every shot you want to take that day. It will help your day move along and free up your brain from all the details that can be written down.

