



SOCIAL MEDIA BRAND GUIDELINES

PURPOSE

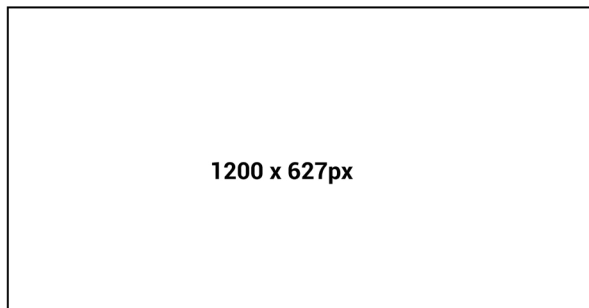
To maintain a unified and professional brand identity across all NAIFA communications, all staff must use the approved social media image templates and follow these posting standards. Consistency in visuals and messaging ensures that every NAIFA post reflects the association's authority, credibility, and member-focused mission.

Approved Social Media Templates

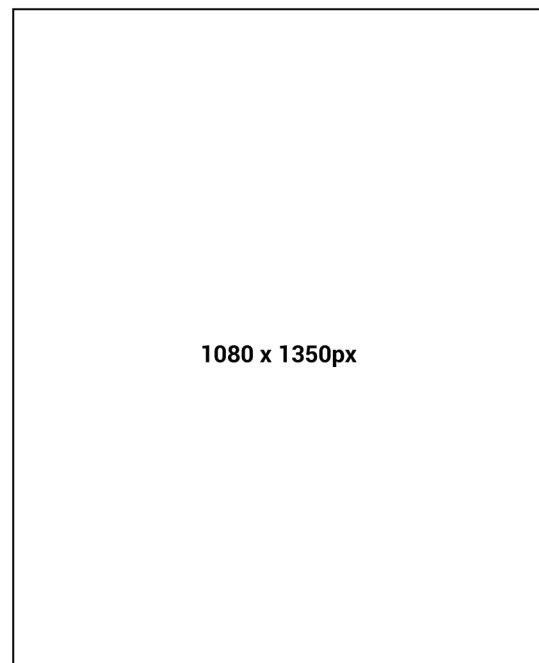
NAIFA has developed official templates for the following content categories:

- Advocacy Webinars
- NAIFA Webinars
- FSP Journal
- Quote Boxes
- NAIFA Awards (e.g., Diversity Champions, Hard Hat Winner)
- NAIFA Education
- YAT and Journal Live Promotions

Each template has been designed to align with NAIFA's visual brand and must be used without modification.



Facebook, LinkedIn, X (Twitter)



Instagram

Template Usage Requirements

REQUIRED PRACTICES

- Always use the designated image template for the content type
- Keep within the built-in text boundaries of each design
- Follow the word count appropriate for that template
- Save and export images as high-resolution PNG files

PROHIBITED MODIFICATIONS

- Do not alter the color palette, fonts, or logo placement
- Do not resize or stretch elements
- Do not add unapproved icons, photos, or text boxes
- Do not overlay new logos or hashtags not part of the approved design

Examples of prohibited modifications:

1) Do not alter the color palette, fonts, or logo placement



This contains approved colors, fonts (Roboto Bold, Roboto Regular), and logo placement



- X** The angled shape stripe is not a brand color
- X** The logo placement has been changed

Examples of prohibited modifications (continued):

2) Do not resize or stretch elements



All elements are appropriately sized and not stretched

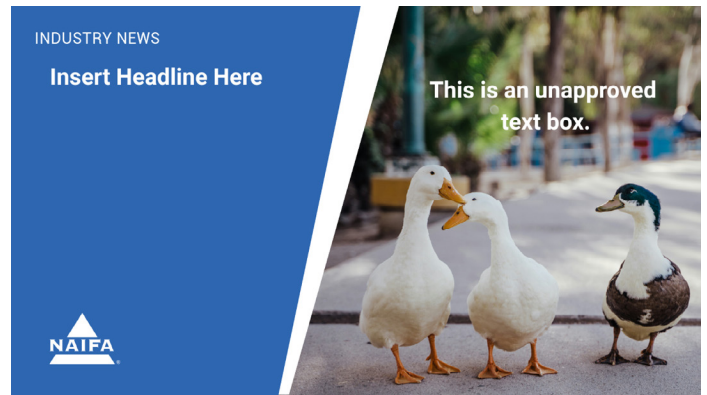


- X The accent angle has been stretched horizontally
- X Logo has been made disproportionately large

3) Do not add unapproved icons, photos, or text boxes

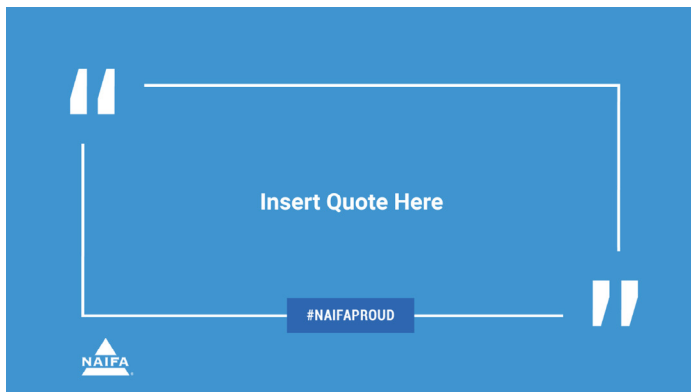


All elements of this template are approved

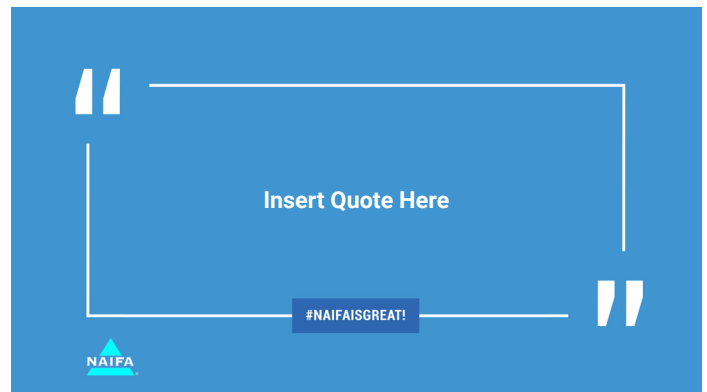


- X Unapproved photo
- X Unapproved text box

4) Do not overlay new logos or hashtags not part of the approved design



This is an approved logo and hashtag



- X The color of the logo has been changed
- X This is not an approved hashtag

Word Count and Content Placement

LinkedIn Word Count

Each template has been designed with specific visual space for concise, clear messaging. In LinkedIn, only the first 200 characters (up to 50 words) are visible before a user has to click “...see more,” so it is crucial to place your most engaging content in the first 50 words.

Shorter posts

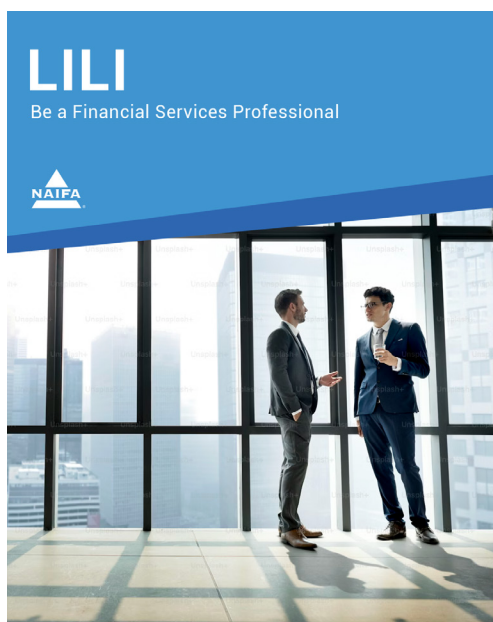
(200–500 characters – up to 100 words)

Best for

Announcements, quick updates, or when the image is a strong visual narrative on its own.

Why it works

The visual is the main focus, and the brief text acts as a caption or introduction.



Longer posts

(900–1,200 characters/150-200 words)

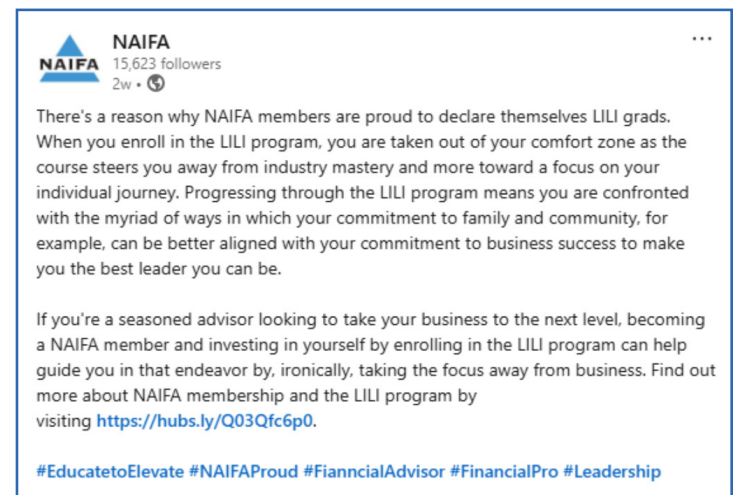
Best for

In-depth storytelling, thought leadership, or providing a detailed explanation that the image illustrates.

Why it works

The longer text provides substantial value, encouraging comments and shares, while the image provides a visual anchor.

Example: 950 characters/150 words



Facebook

In Facebook, only the first 125 characters (up to 25 words) are visible before a user has to click “...see more,” so it is crucial to place your most engaging content in the first 25 words.

Shorter posts

(200–500 characters – up to 100 words)

Best for

Announcements, quick updates, or when the image is a strong visual narrative on its own.

Why it works

The visual is the main focus, and the brief text acts as a caption or introduction.

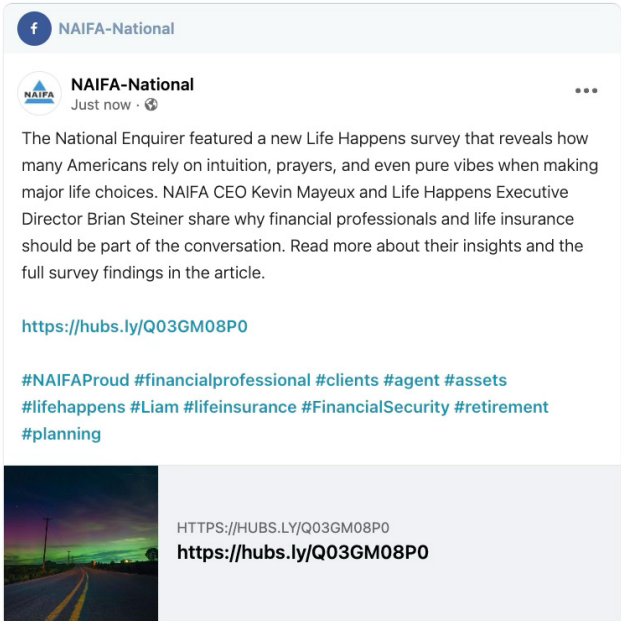
Longer posts

(900–1,200 characters/150-200 words)

Best for

In-depth storytelling, thought leadership, or providing a detailed explanation.

Example of “...see more,”



Instagram

In Instagram, only the first 125 characters (up to 25 words) are visible before a user has to click “...see more,” so it is crucial to place your most engaging content in the first 25 words.

Note: Links are not clickable, do **NOT** put links in Instagram captions.

Shorter posts

(Up to 25 words)

Best for

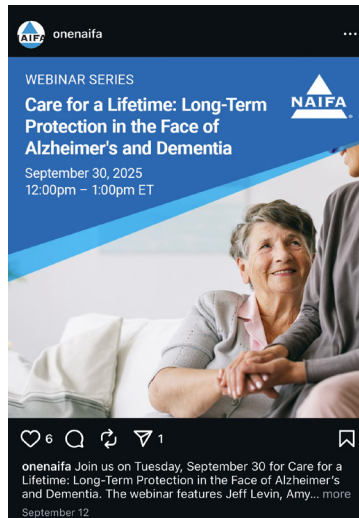
A quick CTA, thought provoking question, or when the image/content is a strong visual narrative on its own.

Why it works

The visual is the main focus, and the brief text acts as a caption or introduction.

Do **not** use more than 2-3 emojis in a shorter Instagram post.

Example of “...see more,”



X (Twitter)

On X, posts are limited to 280 characters but show up in full. It is crucial to ensure the compacted captions carry the message as intended.



Accompanying Post Copy (Caption Guidelines)

Each post should include a brief message to accompany the image.

Best Practices

- Start with the key takeaway or action
- Use professional, conversational tone
- End with a clear call to action (e.g., “Register today,” “Read more,” “Celebrate with us”)
- Use consistent hashtags such as #NAIFAproud, #AdvocateForMainStreet, #FinancialSecurity, and #NAIFACommunity
- Tag relevant speakers, award recipients, or partner organizations when applicable

Tone and Style

NAIFA’s voice should be:

- Professional yet approachable
- Member-centered and mission-driven
- Confident, positive, and authentic
- Focused on impact, education, and advocacy
- Limited use of emojis

Avoid jargon or overly promotional language. Each message should reflect NAIFA’s reputation as the trusted voice for financial professionals and the Main Street clients they serve. Emojis can be used sparingly.

Review and Approval Process

Before posting:

1. Verify correct use of the template and word count
2. Confirm accuracy of spelling, dates, and registration links
3. Ensure captions are within the word recommendations and include a call to action
4. Obtain internal approval from the Communications team before publishing

Access to Templates

All official NAIFA social media templates are stored in the shared marketing drive under:

[Access LI / FB / X files](#) [Access Instagram files](#)

Download and use the latest version of each file to maintain brand consistency.