

# Social Media Toolkit

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# Overview

Social media is a powerful tool for your chapter. This toolkit will provide you with the information you need to make running your chapter's social media easy and successful.

This toolkit was created with image-sharing platforms in mind, such as Instagram and Facebook. However, the information can be used in other style platforms, like X.



Check out [@wisconsinfbcla](#) on Instagram or Facebook to see other post examples.

# Brand Guidelines

FBLA has five official colors: navy, blue, gold, white, cobalt, and black. These are the only official colors used in FBLA branding. Use the color information to the right to meet these guidelines.

Navy #0a2e7f R10 G46 B127 C100 M92 Y20 K9	PMS 288
Blue #1d52bc R29 G82 B188 C89 M74 Y0 K0	PMS 2728
Gold #f4ab19 R244 G171 B25 C3 M32 Y98 K0	PMS 7409
White #ffffff R255 G255 B255 C0 M0 Y0 K0	
Cobalt R34 G106 B221 C81 M60 Y0 K0 #226add	PMS 2727
Black R45 G43 B43 C69 M65 Y63 K65 #2d2b2b	PMS Process Black

DO NOT: Stretch, distort, or wrap the logo.



DO NOT: Use colors outside of the official color palette, black or white.



DO NOT: Add effects to the logo.



DO NOT: Tilt the logo.



DO NOT: Use the 'FBLA' type without the Delta.



DO NOT: Use a delta when not part of an official logo lock-up.



The FBLA logo can not be modified in any way. The FBLA delta must always be used with accompanying text.

Apercu Pro is the official FBLA font. If it is not available, please use one of the alternative fonts. Following these guidelines ensures readability and consistency in your posts.

**PRIMARY**  
Sans serif

**Apercu Pro**

**ALTERNATIVE**  
Arial can be used when Apercu is not available.

Arial Bold      Headlines  
SUBHEADS

Arial Regular      Body Copy  
Arial Italic



FBLA logos, typography, and the full brand guidelines can be found at [fbla.org/brand-center/](http://fbla.org/brand-center/)

# Tips and Tricks

## **Brand Consistency**

Posting on social media creates your chapter's brand. By following brand guidelines or using the templates in this toolkit, you will maintain consistency across your posts.

## **Host a Media Day**

At the beginning of the year, have your officers and members pose for a variety of photos that you can use in posts throughout the year. This can be a great way to bond as a team!

## **Know Your Why?**

Post with purpose. Limit the number of posts you make each week to make sure that every post is purposeful and impactful.

## **Keep a Shared Drive**

Put all your chapter photos in one spot, so that everyone has access. Sort photos by event for easy access.

## **Plan Out Your Posts**

By planning your posts, you will avoid rushing, improve post quality, and be able to assign others to create posts. The calendar template in this toolkit can help you do this.

## **Highlight Small Wins**

Don't focus only on big events. Highlight what matters to your chapter, such as meeting attendance or fundraising milestones. Your chapter members are incredible, so show them off!



# Post Templates

Post templates can be found [here](#). Examples are included below. Templates are sorted by category: announcements, member spotlight, event recap, engagement, sponsor shoutouts, and holiday templates.

