

Table of Contents

Table of Contents

The results of this element aren't visible when editing. Preview the page or publish it to see how it will look.

Overall Placement		Score: 93.38%		
<input type="checkbox"/> EXCEPTIONAL (Above 97%)				
<input checked="" type="checkbox"/> STRONG (91-96.99%)				
<input type="checkbox"/> NEEDS IMPROVEMENT (Below 91%)				
Key Takeaways				
✔ Strengths	🔧 Areas for Improvement			
<ol style="list-style-type: none"> 1. No major or multiple minor grammar/style errors. 2. Post maintains the customer's reputation in adherence to Agent Header notes and content strategy best practices. 	<ol style="list-style-type: none"> 1. Customer detail and relevance. Let's focus on making our captions feel more than <i>just</i> vertical-specific. 2. Design errors. 			
🎯 Goals				
<ol style="list-style-type: none"> 1. Let's make customer relevance and detail a priority going forward. Reach out to me with a gut-check on your captions if you want to go over what passes for relevancy and what doesn't. 2. Read this resource when you have time and discuss possible strategies with your TM. - JOURDEN 				

- ▼ Ongoing Social Posts - Feedback and Examples

Category	Criteria	Score	Themes	Examples
Copy	Copy is relevant to all established content categories and customer.	10.63 / 17 points (62.50%)	<p>✖ Look out for opportunities to add customer detail and tailor your captions to the customer's voice.</p> <p>The underlying concepts are generally solid here, but in a few cases, there were generic words and phrases that needed to be replaced with customer-specific ones.</p> <p> Resource: Tailoring Posts: Do's and Don'ts</p> <p> <i>For retail:</i> If we're using words like "everything" and "our store," there's a pretty good chance that we have room to talk about what "everything" actually entails and what "our store" sells. Use this as an opportunity to highlight specific products the customer wants to promote.</p> <p>⚠ Caption not relevant/detailed</p> <p>SOCIAL-153257: Ongoing Social Posts for SOFI&SOUL</p> <p>DONE : Let's take a look at this post:</p>	<p>⚠ Caption not relevant/detailed</p> <ul style="list-style-type: none"> 4/11: SOCIAL-153257: Ongoing Social Posts for SOFI&SOUL DONE 4/21: SOCIAL-153257: Ongoing Social Posts for SOFI&SOUL DONE 5/3: SOCIAL-153257: Ongoing Social Posts for SOFI&SOUL DONE

*Big things come
in small packages.*



*Make a grand gesture for the one you love. #SofiAndSoul #jewelry
#HandmadeJewelry #CustomJewelry #OnlineShopping*

Just looking at this caption alone, we wouldn't get a sense of who this business is and what makes them different than other jewelry stores. Are they a luxury boutique that sells engagement rings and diamonds? Or are they a quirky shop that sells knick knacks and homemade jewelry?

With how general this caption is, we don't get a sense of what kind of jewelry shop they are, and we don't get a sense of their voice and what they're about, making the post lack relevance and customer detail. We would have wanted to bolster this caption with more customer-specific detail. For example:

"Make a grand gesture for the one you love. With our authentic stones and handmade, custom pieces of jewelry, we're sure to find a new favorite piece for your loved one to adorn themselves with."

- **4/21:** This post also lacks relevancy for the same reasons:



Instagram



Fri, Apr 21, 2023 at 11:00 AM

Our love for our followers is rock solid! ❤️

#SofiAndSoul #jewelry
#HandmadeJewelry #CustomJewelry
#OnlineShopping

We'd have wanted to use more customer detail to strengthen this post.

The same feedback stands for the post on 5/3 as well.


Needing to go past sentiments that are simply inherent to the operation of the business.

The content that we publish should always, in some way, aim to convince our audience to choose the business we're **promoting over a potential competitor**.

- 💡 Consider the implications in the following captions:
 - "We're ready to serve you a delicious Mexican feast today."
 - "Our team will handle all your plumbing repairs as quickly as possible."
- ⚠️ These captions are tailored somewhat effectively by our standards, but the sentiments we're expressing are expectations everyone has when they go out to eat or contact a plumber. In other words, they don't do much to convince an audience that our business is the right one to choose.

	No major or multiple minor grammar/style errors.	20.00 / 20 points (100.00%)	<p>★ Your copy is 100% free of major errors.</p> <ul style="list-style-type: none"> Exceptional job proofreading for the error types that are most obvious to our customers and their audiences! Your content is free of any major grammar or typing errors. 	
	No minor grammar/style errors.	7.00 / 8 points (87.50%)	<p>🤔 Your copy is mostly free of minor errors.</p> <ul style="list-style-type: none"> Great proofreading overall. Here are a couple key grammar topics to review: <p>⚠️ Unnecessary hyphens</p> <p>5/3: SOCIAL-153257: Ongoing Social Posts for SOFI&SOUL</p> <p>DONE : Let's look at this caption:</p> <p> Instagram</p> <hr/> <div>  <div> <p>Wed, May 3, 2023 at 1:00 PM</p> <p>Just like our customers, our pieces are one-of-a-kind. #SofiAndSoul #jewelry #HandmadeJewelry #CustomJewelry #OnlineShopping</p> </div> </div> <p>When using a compound modifier that describes the noun <i>before</i> it, we use hyphens:</p> <p><i>This is a one-of-a-kind piece.</i></p> <p>"One of a kind" is working together to describe the noun, "ring," so we use hyphens for clarity. When the modifying phrase or words come <i>after</i> the noun it's describing, we won't use hyphens:</p> <p><i>Our pieces are one of a kind.</i></p>	<p>⚠️ Unnecessary hyphens</p> <ul style="list-style-type: none"> 5/3: SOCIAL-153257: Ongoing Social Posts for SOFI&S <p>OUL</p> <p>DONE</p>
Strategy	Post in caption, image, and concept maintains variety on the customer's Social Home.	20.00 / 20 points (100.00%)	<p>📌 This set of posts has a solid variety of images, captions, and concepts.</p> <p>When a customer's Agent Header notes include two different target audiences, just make sure to address both of these groups throughout your content.</p> <ul style="list-style-type: none"> 💡 For instance, if a business serves both residential and commercial customers, you can intersperse posts about services for homes with ones about services that apply to business owners and commercial properties. <p>Also think about how customer specificity and detail plays into your caption variety and how we can improve both at the same time.</p> <p>Here's an example of great variety you included for this post:</p> <p> Instagram</p> <hr/> <div>  <div> <p>Wed, Apr 19, 2023 at 11:00 AM</p> <p>There is no better time to do a jewelry box clean out! Find those items that you haven't touched in years and set them aside to sell or pass on. Then, make room for new pieces you'll wear more from our store! #SofiAndSoul #jewelry #HandmadeJewelry #CustomJewelry #OnlineShopping Show less</p> </div> </div>	
	Post maintains the customer's reputation in adherence to Agent Header notes and content strategy best practices.	20.00 / 20 points (100.00%)	<p>★ You pay great attention to Agent Header notes and best practices overall.</p> <p>You consistently use hashtags as instructed, and you caught customer preferences.</p>	
	Photo choice and caption are cohesive.	14.88 / 17 points (87.50%)	<p>🤔 Your photo choices generally reflect your caption concepts.</p> <p>Just be sure that you're making conscious choices between lifestyle stock and vertical-specific stock photos. When we're talking about the business</p>	<p>⚠️ Lacking photo-caption cohesion</p> <ul style="list-style-type: none"> 5/5: SOCIAL-153257: Ongoing Social Posts for SOFI&S <p>OUL</p> <p>DONE</p>

		<p>itself, e.g., "we've been helping clients for over 20 years," ambiguous lifestyle stock can feel a bit out of place.</p> <p>⚠️ Lacking photo-caption cohesion</p> <p>5/5: SOCIAL-153257: Ongoing Social Posts for SOFI&SOUL</p> <p>DONE Let's look at this post:</p> <p> Instagram</p> <div><p>Fri, May 5, 2023 at 1:00 PM</p><p>Of all the jewels in our shop, your opinion of our service is the most precious to us.</p><p>#SofiAndSoul #jewelry</p><p>#HandmadeJewelry #CustomJewelry</p><p>#OnlineShopping Show less</p></div> <p>The caption talks about their customers' opinions mattering more than their own jewelry, but our photo is an image of a person in their bed, on the phone, with their computer.</p> <p>In order for these concepts to have been cohesive, we would have needed to either directly point to reviews/their Yelp (without explicitly asking for reviews, of course), or we would have wanted to reference the photo in a direct way to make things make sense.</p>		
Brand Consistency	The voice and tone represented the customer's brand well.	18.00 / 18 points (100.00%)	<p>★ Nice job keeping content in line with the customer's voice.</p> <p>Each post clearly reflects the customer's preferred voice and tone.</p>	
Brand Consistency	Colors picked for the graphic(s) represent the customer's brand well	10.00 / 10 points (100.00%)	<p>★ COLORS picked for the design always are in alignment with the customer's brand guide.</p>	
	Fonts picked for the graphic(s) represent the customer's brand well	7.50 / 10 points (75.00%)	<p>😬 Font choices sometimes CONFLICT with the customer's brand-guide fonts.</p> <ul style="list-style-type: none">• Make sure to reference and stick to the customer's brand guide when deciding which fonts to use in your designs.• Reference this font pairing and stylization guide to fine tune your typography: Font Pairing Guidelines and Typography Tips <p>⚠️ Chosen font does not represent customer's brand</p> <p>SOCIAL-153257: Ongoing Social Posts for SOFI&SOUL</p> <p>DONE : Let's take a look at this post:</p> <div><p><i>Big things come in small packages.</i></p><p><i>Make a grand gesture for the one you love. #SofiAndSoul #jewelry #HandmadeJewelry #CustomJewelry #OnlineShopping</i></p></div> <p>Fonts</p> <div><div>Libre Baskerville</div><div>Source Sans Pro</div></div>	<p>⚠️ Chosen font does not represent customer's brand</p> <ul style="list-style-type: none">• 4/11: SOCIAL-153257: Ongoing Social Posts for SOFI&SOUL• 4/26: SOCIAL-153257: Ongoing Social Posts for SOFI&SOUL <p>SOUL</p> <p>DONE</p> <p>SOUL</p> <p>DONE</p>

			This customer's font styles are as shown above, so the script font feels off-brand for their content. WE had the same issue for the post on 4/26.	
	Graphic(s) are cohesive within the customer's grid	15.00 / 15 points (100.00%)	<div>★ The designs you create are ALWAYS complementary and cohesive with designs created by sister teams.</div>	
Layout	Layout and visual hierarchy logically point viewers to the most important information first and is a good fit for the information provided in the graphic.	15.00 / 15 points (100.00%)	<div>★ You are able to construct refined layouts that use principles of visual hierarchy to guide viewers strategically through the design.</div>	
	Design(s) lack visual errors	8.75 / 10 points (87.50%)	<div> <div>🙄 Your designed content sometimes contained visual errors.</div> <div>Great designs overall. Watch out for those minor visual errors and make certain your text is easily readable and makes sense with the chosen photo and how its negative space was used.</div> <div> <div>⚠️ Design contains visual errors</div> <div> SOCIAL-153257: Ongoing Social Posts for SOFI&SOUL <div> <div>DONE</div> <div>Let's take a look at this post:</div> </div> </div> <div>  <div> <p><i>Big things come in small packages.</i></p> <p><i>Make a grand gesture for the one you love. #SofiAndSoul #jewelry #HandmadeJewelry #CustomJewelry #OnlineShopping</i></p> </div> </div> <div> <p>The text is a bit hard to read. This is due to a few things: the script font, the black text on a somewhat rough and dark background, and the size and placement of the text. I see and appreciate what you were going for here, but we would have wanted to play with cropping to create more negative space in that top right corner.</p> <p>The text also could have benefited from a light shadow or box behind it to highlight the text more from the dark background.</p> <div> <div>📖 Resource highlight:</div> <ul style="list-style-type: none"> Check out this resource to review ways to fine tune your design work: <div> Tips for fine-tuning designs </div> </div> <p>On another note, this image (4/14) was practically begging for some text:</p> </div> </div> </div>	<div> <div>⚠️ Design contains visual errors</div> <ul style="list-style-type: none"> 4/11: SOCIAL-153257: Ongoing Social Posts for SOFI&SOUL <div> <div>SOUL</div> <div>DONE</div> </div> </div>






Overall Placement		Score: 94.63%	
<div><div><input type="checkbox"/> EXCEPTIONAL (Above 97%)</div><div><input checked="" type="checkbox"/> STRONG (91-96.99%)</div><div><input type="checkbox"/> NEEDS IMPROVEMENT (Below 91%)</div></div>			
Key Takeaways			
✔ Strengths		✍ Areas for Improvement	
<div><div>1. I loved your creativity in the designed graphics you created! 15.00 / 15</div><div>2. Your content was always relevant to the customer (a great improvement from last time!), and you did a great job adding small touches for their "competent" yet "fun" voice (like adding a smiley face to a caption).</div></div>		<div><div>1. Though your graphics looked great from a design perspective, we want to make sure that we're sticking to their brand – in their colors, fonts, and customer notes.</div><div>2. Watch out for those grammar errors.</div></div>	
🎯 Goals			
<div><div>Example:</div><div>1. Use the customer colors and fonts when designing graphics.</div><div>2. Reach out in ask-an-editor or directly to an editor for grammar gut-checks where needed. - JOURDEN</div></div>			



Instagram

▼ Ongoing Social Posts - Feedback and Examples

Category	Criteria	Score	Themes	Examples
Copy	Copy is relevant to all established content categories and customer.	17.00 / 17 points (100.00%)	<p>★ Your content was always relevant to the customer.</p> <ul style="list-style-type: none">Exceptional job stepping up your content to ensure that all posts were relevant to the customer and what they do! <p>Example:</p> <div><p>Fri, Jun 2, 2023 at 11:00 AM</p><p>Summer is a time for road trips and long drives, but did you know that high temperatures can take a toll on your engine? Heat causes oil to break down faster, reducing its effectiveness in lubricating engine parts. Beat the heat, and come see us for an oil change today!</p><p>#TonysAutoRepair Show less</p></div>	
	No major or multiple minor grammar/style errors.	20.00 / 20 points (100.00%)	<p>★ Your copy is 100% free of major errors.</p> <ul style="list-style-type: none">Exceptional job proofreading for the error types that are most obvious to our customers and their audiences! Your content is free of any major grammar or typing errors.	
	No minor grammar/style errors.	6.00 / 8 points (75.00%)	<p>⚠ Comma splice</p> <p>🔗 SOCIAL-205919: Ongoing Social Posts for Tony's Auto Repair</p> <p>DONE Let's take a look at the first sentence in this caption:</p> <p>"It's not you, it's your car."</p> <p>Both sentences here are independent and can stand alone, meaning we cannot connect them with a comma alone (it's called a comma splice when we incorrectly connect two independent clauses together).</p> <p>📌 Comma splices</p> <ul style="list-style-type: none">Linking two independent clauses (and/or complete sentences) with a comma creates a comma splice.	<p>⚠ Comma splice</p> <ul style="list-style-type: none">6/6: 🔗 SOCIAL-205919: Ongoing Social Posts for Tony's Auto Repair <p>DONE</p> <p>▼ Snips</p> <div><p>Facebook</p><div><p>Tue, Jun 6, 2023 at 11:00 AM</p><p>It's not you, it's your car. Bring it in and let us make it the smooth ride it was always meant to be. 🚗</p><p>#TonysAutoRepair #AutoRepair #ASECertified #TonysAR #YardleyAuto #CarMaintenance Show less</p></div></div>

- 💡 Fix comma splices by **replacing the comma with terminal punctuation** to create two sentences or by **adding the appropriate coordinating conjunction**.
- ⚠️ For instance: "We're open seven days a week, stop by any time." Since each clause is independent, we need to either replace the comma with a period or add a coordinating conjunction:
 - ️ Correct: "We're open seven days a week. Stop by any time."
 - ️ Correct: "We're open seven days a week, so stop by any time."
- 📖 Resource: [Comma splices LFTE](#)

We also could have used a double dash here:

"It's not you -- it's your car."

⚠️ **Adverbial modifier | unnecessary hyphen**

🔗 [SOCIAL-205919: Ongoing Social Posts for Tony's Auto Repair](#)

DONE : Let's take a look at this sentence of the caption:

"Our team of **highly-trained** technicians has many years of experience providing efficient and effective auto repairs."

"Highly trained" is an adverbial modifier working to describe the noun "technicians." Because the "ly" clearly implies modification as an adverb, we don't want the hyphen.

🚫 **Compound-modifier hyphen error**

- Compound modifiers consist of two or more words, acting together like one adjective, that modify a noun. When they appear in a sentence before the noun they're modifying, we'll generally hyphenate them for clarity. If an un-hyphenated compound modifier risks creating ambiguity or making a sentence difficult for our audience to read, an error has occurred.
 - ⚠️ "The home inspector is a large man, making him a small-business owner and not a small business owner."
 - ️ Note the difference in meaning when between the hyphenated and un-hyphenated modifiers. In its first appearance, "small-business" singularly describes the type of owner. In the second, "small" and "business" modify the "owner" separately and equally.
- 💡 **Only hyphenate compound modifiers when they appear before the noun they're modifying.**
 - ⚠️ "The well-known author signed books for the adoring fans in attendance." [Correct]
 - ⚠️ "The author is well known among fans of a certain literary genre." [Correct]
- 💡 **Watch out for adverbs – which typically end in "ly" – as they won't form compound modifiers by definition.**
 - ⚠️ "The happily married couple celebrated their recent anniversary." [Correct]
 - ⚠️ "The happily-married couple celebrated their recent anniversary." [Incorrect]
- 💡 **The AP Stylebook makes exception for compound modifiers that are popular enough to be obviously clear to an audience. Default to the Stylebook when a preference is explicitly stated there.**
 - "real estate transaction," "chocolate chip cookie," "emergency room visit" [Correct]
- 💡 **Don't go overboard with compound modifiers. Restructure sentences when necessary so that your writing has a professional, polished feel.**
 - ⚠️ "It's a guide about how to use hyphens wisely." [Correct]
 - ⚠️ "It's a how-to-use-hyphens-wisely guide." [Incorrect]
- 📖 Resource(s): [Letters From the Editors | Hyphens and Compound Modifiers](#)

⚠️ **Adverbial modifier | unnecessary hyphen**

- 5/19: 🔗 [SOCIAL-205919: Ongoing Social Posts for Tony's Auto Repair](#)

DONE

Snips



Fri, May 19, 2023 at 11:00 AM



Our team of **highly-trained** technicians has many years of experience providing efficient and effective auto repairs. Come see why our customers trust us for all their automotive needs.
<https://www.tonysar.com/>
#TonysAutoRepair #AutoRepair
#ASECertified #TonysAR #YardleyAuto
#CarMaintenance [Show less](#)

Strategy





Post in caption, image, and concept maintains variety on the customer's Social Home.

20.00 / 20 points (100.00%)



Your posts always maintained variety on the customer's Social Home.

Awesome!

	Post maintains the customer's reputation in adherence to Agent Header notes and content strategy best practices.	17.50 / 20 points (87.50%)	<div><div>⚠️ Platform violation URL in Instagram</div><div>SOCIAL-205919: Ongoing Social Posts for Tony's Auto Repair</div><div>DONE</div></div> <p>We left the website URL on for Instagram, which we don't want.</p> <div><div>📌 URL in IG Caption:</div><div>Keep in mind that it's important to remove URLs from IG captions because it can result in Instagram locking the account.</div><ul style="list-style-type: none">💡 Even if it doesn't, the URL won't appear as a hyperlink on the platform anyway, so it doesn't really serve the customer/consumer. Instead, we can demonstrate our social media expertise by directing consumers to the website without the URL (saying "link in bio", "visit our Facebook page", etc.).⚠️ Incorrect: "Tempted to get a new truck? This 2005 Ford F-150 is a great pick. Learn more by visiting us online today: I= 2005 Ford F-150 - Car Link Auto Sales LLC."◦ Correct: Tempted to get a new truck? This 2005 Ford F-150 is a great pick. Learn more by visiting the link in our bio today.📌 Resource: Posting with Instagram in Mind</div>	<div><div>⚠️ Platform violation URL in Instagram</div><div>5/19: SOCIAL-205919: Ongoing Social Posts for Tony's Auto Repair</div><div>DONE</div></div> <div><div>Snips</div><div><div></div><div><div>Fri, May 19, 2023 at 11:00 AM</div><div>Our team of highly-trained technicians has many years of experience providing efficient and effective auto repairs. Come see why our customers trust us for all their automotive needs. https://www.tonysar.com/ #TonysAutoRepair #AutoRepair #ASECertified #TonysAR #YardleyAuto #CarMaintenance Show less</div></div></div></div>
	Photo choice and caption are cohesive.	17.00 / 17 points (100.00%)	<div><div>★ Your photo choices were always cohesive with the caption.</div><div>Each post clearly paid attention to detail when it came to photo-caption cohesion.</div><div>Example:</div><div><div></div><div><div>Tue, May 30, 2023 at 11:00 AM</div><div>At our shop, we believe in honesty and transparency. We'll always provide you with an accurate estimate and keep you informed throughout the repair process. #TonysAutoRepair #AutoRepair #ASECertified #TonysAR #YardleyAuto #CarMaintenance Show less</div></div></div></div>	
Brand Consistency	The voice and tone represented the customer's brand well.	18.00 / 18 points (100.00%)	<div><div>★ Nice job keeping content in line with the customer's voice.</div><div>Each post clearly reflects the customer's preferred voice and tone.</div><div>Example:</div><div><div></div><div><div>Tue, May 23, 2023 at 11:00 AM</div><div>Your car's brakes are essential to your safety on the road. Learn how to recognize the signs of worn-out brake pads and get them replaced before it's too late. #TonysAutoRepair #AutoRepair #ASECertified #TonysAR #YardleyAuto #CarMaintenance Show less</div></div></div></div>	
Brand Consistency	Colors picked for the graphic(s) represent the customer's brand well	7.50 / 10 points (75.00%)	<div><div>⚠️ Colors are off-brand</div><div>SOCIAL-205919: Ongoing Social Posts for Tony's Auto Repair</div><div>DONE</div><div>: Let's take a look at this graphic:</div><div></div></div> <div><div>⚠️ Colors are off-brand</div><div><div>6/9: SOCIAL-205919: Ongoing Social Posts for Tony's Auto Repair</div><div>DONE</div></div><div><div>5/26</div></div></div>	

Now let's take a look at the customer's colors:

Colors

#003366

#FFF

#E6B800

#6B6B6B

While this graphic looks great overall, we would have wanted to use one of their colors to stay on-brand. This purple conflicts with their chosen colors and will look out of place in their content.

⚠ Colors are off-brand

[SOCIAL-205919: Ongoing Social Posts for Tony's Auto Repair](#)

DONE



Again, looking at our customer's color palette, we can see that this lime green is off-brand for their chosen colors. I do want to point out and say that – outside of the color choice – these graphics look great and are really well-done! Keep up that creative designing. 🧑🏻💻 Just keep their colors, fonts, and brand in mind.

Fonts picked for the graphic(s) represent the customer's brand well

10.00 / 10 points
(100.00%)

★ Fonts picked for the design always are in alignment with the customer's brand guide.

Graphic(s) are cohesive within the customer's grid

11.25 / 15 points
(75.00%)

⚠ Graphic not cohesive with customer grid

[SOCIAL-205919: Ongoing Social Posts for Tony's Auto Repair](#)

DONE :



Given that this post has off-brand colors, it's lacking in cohesion with the other posts in this customer's grid. See above feedback on "colors are off-brand" for more info here. We had the same issue for the post on 5/26.

⚠ Graphic not cohesive with customer grid

• 6/9: [SOCIAL-205919: Ongoing Social Posts for Tony's Auto Repair](#)

DONE


• 5/26

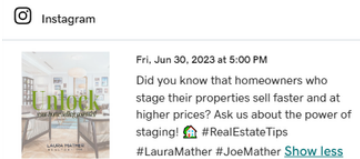


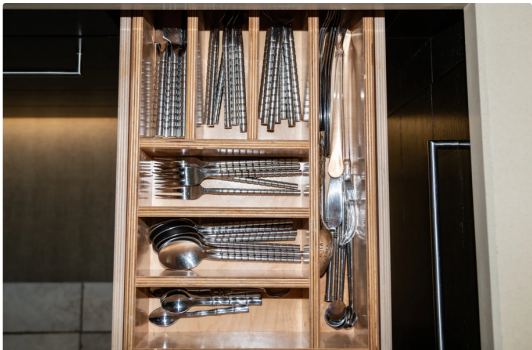



Layout	Layout and visual hierarchy logically point viewers to the most important information first and is a good fit for the information provided in the graphic.	15.00 / 15 points (100.00%)	★ You are able to construct refined layouts that use principles of visual hierarchy to guide viewers strategically through the design.	
	Design(s) lack visual errors	10.00 / 10 points (100.00%)	★ You your content lacked design visual errors. Way to go!	
Readability	All text in the design(s) is mobile-friendly	15.00 / 15 points (100.00%)	★ You didn't have a single miss when it came to maintaining legibility.	
Tools	All tools used are in line with to-date trainings.	5.00 / 5 points (100.00%)	★ No issues here! Your designs have a clean look thanks to appropriate use of Studio tools.	
Bonus	Post creatively and/or resourcefully applies an element outside of the photo choice, caption, and base customer information to elevate their content.			

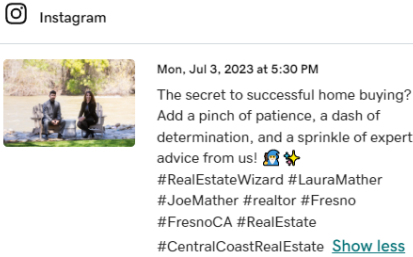


June | Ongoing Social Posts

Overall Placement	Score: 92.13%
<input type="checkbox"/> EXCEPTIONAL (Above 97%) <input checked="" type="checkbox"/> STRONG (91-96.99%) <input type="checkbox"/> NEEDS IMPROVEMENT (Below 91%)	
Key Takeaways	
✓ Strengths <ol style="list-style-type: none"> 1. No grammar errors! That's huge and really awesome to see. 2. Post in caption, image, and concept maintains variety on the customer's Social Home. Nice variety! 	🛠 Areas for Improvement <ol style="list-style-type: none"> 1. We barely hit the Strong threshold today, so we need to work on some of these preventable errors. To start, we want to make sure that our posts are relevant to the specific business we're posting for – not just to their industry. 2. Remember to remove the phone number for GMB posts. 3. Working on design errors.
📌 Goals	
1. Let's work on having fewer design errors. Reach out to ask-a-designer, myself, or Claire for a design gut-check! 2. Have zero GMB-phone number errors for next time. JOURDEN	

▼ Ongoing Social Posts - Feedback and Examples

Category	Criteria	Score	Themes	Examples
Copy	Copy is relevant to all established content categories and customer.	12.75 / 17 points (75.00%)	⚠ Post not relevant SOCIAL-237113: Ongoing Social Posts for Laura Mather DONE This post, while relevant to the whole industry of real estate, isn't relevant to this realtor in particular. Next time, let's think about how we can differentiate and ensure that our customer is getting their own voice, specialties, and unique branding in each post. We had the same issue for the post on 6/30.	⚠ Post not relevant <ul style="list-style-type: none"> 7/7: SOCIAL-237113: Ongoing Social Posts for Laura Mather 6/30 <div> Snips <div>  <p> Instagram Fri, Jul 7, 2023 at 5:30 PM It's always important to stay up-to-date on the latest real estate trends in your area. What are some key factors you consider when buying or listing a home? Let us know in the comments below! #FresnoHomesForSale #ClovisHomesForSale #LauraMatherRealty Show less </p> </div> </div>

			
	No major or multiple minor grammar/style errors.	20.00 / 20 points (100.00%)	<p>★ Your copy is 100% free of major errors.</p> <ul style="list-style-type: none"> Exceptional job proofreading for the error types that are most obvious to our customers and their audiences! Your content is free of any major grammar or typing errors.
	No minor grammar/style errors.	8.00 / 8 points (100.00%)	<p>★ Your copy is 100% free of minor errors!</p>
Strategy	Post in caption, image, and concept maintains variety on the customer's Social Home.	20.00 / 20 points (100.00%)	<p>★ Your posts always maintained variety on the customer's Social Home.</p> <p>Awesome!</p>
	Post maintains the customer's reputation in adherence to Agent Header notes and content strategy best practices.	15.00 / 20 points (75.00%)	<p>⚠ Platform violation phone number in GMB post</p> <p>🔗 SOCIAL-237113: Ongoing Social Posts for Laura Mather</p> <p>DONE We didn't edit the phone number out for our GMB post, which goes against our best practices for this platform.</p> <p>We had the same issue for the post on 6/20.</p> <ul style="list-style-type: none">  Google My Business: Google's platform policies prohibit including a phone number in a post's caption. Because of this, we need to edit captions for Google similar to how we edit Instagram captions to remove URLs. Any time your post includes a phone number, you need to set an alternate caption for Google with a CTA like "call now" or "visit our website." Check out the guidelines on the page below, and feel free to reach out if you have questions about editing posts for Google My Business! <ul style="list-style-type: none">  Resource: Posting with Google in mind
	Photo choice and caption are cohesive.	14.88 / 17 points (87.50%)	<p>⚠ Post lacks photo-caption cohesion</p> <p>🔗 SOCIAL-237113: Ongoing Social Posts for Laura Mather</p> <p>DONE Let's take a look at this post:</p>  <p>It's always important to stay up-to-date on the latest real estate trends in your area. What are some key factors you consider when buying or listing a home? Let us know in the comments below!</p>
			<p>⚠ Platform violation phone number in GMB post</p> <ul style="list-style-type: none"> 7/11 🔗 SOCIAL-237113: Ongoing Social Posts for Laura Mather 6/20 <p>Snips</p> <p> Google</p> <p>Tue, Jul 11, 2023 at 5:30 PM</p> <p>Why settle for anything less than the best when buying or selling a home? Laura Mather is a highly reputable REALTOR® with numerous accolades and awards under her belt. Her unparalleled service and dedication to her clients have earned her recognition throughout the industry. Experience the difference for yourself -- contact Laura at (559) 341-2476. #LauraMather #FresnoRealEstate #ClovisRealEstate #CentralCoastRealEstate Show less</p> <p> Google</p> <p>Tue, Jun 20, 2023 at 5:30 PM</p> <p>Choosing the wrong real estate agent can be a costly mistake. Don't risk your investment. Contact Laura Mather and Joe Mather today for expert guidance: (559) 341-2476. #FresnoRealEstate #ClovisHomesForSale #CentralCoastRealEstate Show less</p>
			<p>⚠ Post lacks photo-caption cohesion</p> <ul style="list-style-type: none"> 🔗 SOCIAL-237113: Ongoing Social Posts for Laura Mathe <p>Snips</p> <p> Instagram</p> <p>Fri, Jul 7, 2023 at 5:30 PM</p> <p>It's always important to stay up-to-date on the latest real estate trends in your area. What are some key factors you consider when buying or listing a home? Let us know in the comments below! #FresnoHomesForSale #ClovisHomesForSale #LauraMatherRealty Show less</p>

			Our caption is about real estate trends and “key factors” when buying a home, but our photo is of a drawer of silverware, which isn’t cohesive. We probably would have wanted a photo of a home or something related to real estate.	
Brand Consistency	The voice and tone represented the customer’s brand well.	18.00 / 18 points (100.00%)	<p>★ Nice job keeping content in line with the customer’s voice.</p> <p>Each post clearly reflects the customer’s preferred voice and tone.</p> <p>Example:</p> 	
Brand Consistency	Colors picked for the graphic(s) represent the customer’s brand well	10.00 / 10 points (100.00%)	<p>★ Colors picked for the design always are in alignment with the customer’s brand guide.</p>	
	Fonts picked for the graphic(s) represent the customer’s brand well	10.00 / 10 points (100.00%)	<p>★ Fonts picked for the design always are in alignment with the customer’s brand guide.</p>	
	Graphic(s) are cohesive within the customer’s grid	15.00 / 15 points (100.00%)	<p>★ Graphics are cohesive within the customer’s grid.</p>	
Layout	Layout and visual hierarchy logically point viewers to the most important information first and is a good fit for the information provided in the graphic.	15.00 / 15 points (100.00%)	<p>★ You are able to construct refined layouts that use principles of visual hierarchy to guide viewers strategically through the design.</p>	
	Design(s) lack visual errors	7.50 / 10 points (75.00%)	<p>⚠ Design contains visual errors</p> <p>🔗 SOCIAL-237113: Ongoing Social Posts for Laura Mather</p> <p><input type="button" value="DONE"/> Let’s take a look at this graphic:</p>  <p>First off, great job remembering to use the customer’s branded colors! That was one big miss from last time, so that’s a good improvement. However, we still have some room to improve.</p> <p>The box around the text has a bit too much negative space on top and bottom, and the image chosen itself is a bit odd considering what we’re talking about: This is a post about investing and realty, yet this picture looks like a stairway to a doctor’s office, a corporate space, or even an art museum.</p>	<p>⚠ Design contains visual errors</p> <p>• 7/14 🔗 SOCIAL-237113: Ongoing Social Posts for Laura Mather</p> <p><input type="button" value="DONE"/></p> <p>• 6/30</p> <p>▼ Snips</p> 

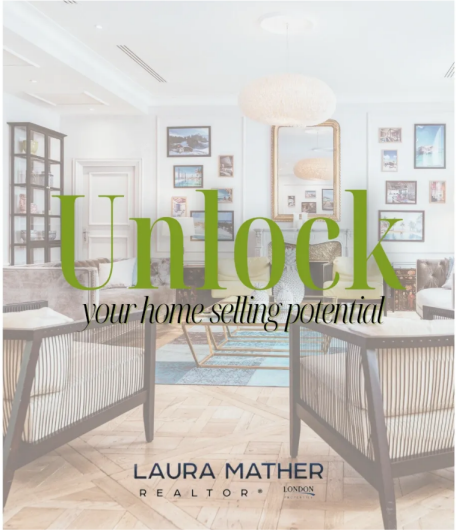
Additionally, the font we chose (which technically is different from the customer's branded fonts) makes the copy a bit hard to read since it's rather thin, in all caps, and a bright green on a white background.

We'd have wanted to make a few edits before posting this one.

⚠️ Design contains visual errors | contrast

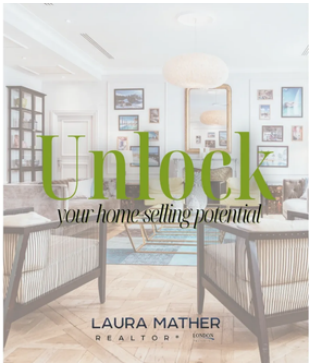
[SOCIAL-237113: Ongoing Social Posts for Laura Mather](#)

DONE Let's take a look at this post:



With the background not having a grey wash, and with how cluttered and busy the photo is, the eye dances a lot and struggles to read the copy. "Unlock" is almost completely illegible due to these issues as well as the chosen color.

"Your home-selling potential" is also quite hard to read. We would have wanted to change the color wash to grey, or we would have wanted to add a box behind the copy to make it more readable.



Readability

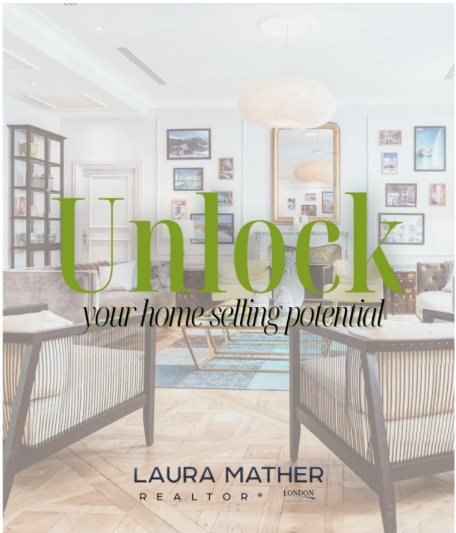
All text in the design(s) is mobile-friendly

13.13 / 15 points (87.50%)

⚠️ Text is not mobile-friendly

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DONE



As noted above, we have a few design errors here, but the text is also not mobile-friendly. This is due to the cluttered background, the bright green color that was chosen, and the fonts.

The font for "unlock" has varying levels of thickness (for example, the "U" is quite hard to read due to the right side being very thin), but "your home-selling potential" is extremely hard to read due to it being a script font.

Tools

All tools used are in line with to-date trainings.

5.00 / 5 points (100.00%)

★ No issues here!

Your designs have a clean look thanks to appropriate use of Studio tools.

Bonus	Post creatively and/or resourcefully applies an element outside of the photo choice, caption, and base customer information to elevate their content.			