

July | Ongoing Social Posts

Overall Placement

☒ EXCEPTIONAL (Above 97%)

☐ STRONG (91-96.99%)

☐ NEEDS IMPROVEMENT (Below 91%)

Score: 97.38%

Key Takeaways

✔ Strengths

1. No major **grammar errors**.

2. Your designs looked good overall, and your posts had good **variety** between them.

✏ Areas for Improvement

1. We had one **comma splice**.

2. We had two posts marked as being **"not relevant."** This is the piece that I want you to watch out for. Captions that go into the **industry** of your customer in a more general or broad way aren't relevant enough to your **specific customer**. Most of these posts didn't tell us anything specific about your customer and what they do – they often just spoke broadly to the healthcare industry as a whole.

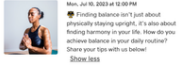
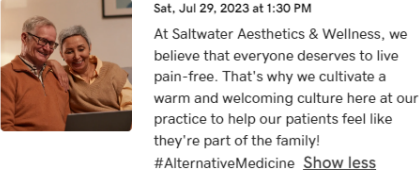
📝 Goals






1. Aim to ensure that your posts are specific to the customer's brand and unique services/products (rather than just their industry).

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%) | <div>⚠ Not relevant</div> <div>🔗 SOCIAL-259190: Ongoing Social Posts for Saltwater Aesthetics & Wellness</div> <div><div>DONE</div>This post has a nice base, but it's ultimately not relevant to <i>this</i> customer and what they do – it's relevant to general healthcare, and this customer isn't a "regular" healthcare provider either.</div> <div>They do hormone-related work, weight-loss care, sleep disorder care, and more. This whole post reads more as if it belongs to a conventional doctor's office rather than a more alternative health and wellness center.</div> <div>We had the same issue for the post on 7/18 (see right).</div> | <div>⚠ Not relevant</div> <div><ul style="list-style-type: none">🔗 SOCIAL-259190: Ongoing Social Posts for Saltwater Aesthetics & Wellness</div> <div><div>DONE</div></div> <div>▼ Snips</div> <div><div><div>Instagram</div><div><div><div><div></div><div>This Aug 9, 2023 at 10:00 AM</div><div>Customer service can make or break your healthcare experience. Our dedicated team goes above and beyond to provide exceptional care and support throughout your healing journey. Don't settle for anything less! #HormoneTherapy @SaltwaterAestheticsAndWellness</div></div></div><div><div>Instagram</div><div><div><div></div><div>Tue, Jun 19, 2023 at 10:00 AM</div><div>Life isn't too simple being... it's far from! When you take care of your body, you can have your best and live your best life. What are you waiting for? Give us a call today! @SaltwaterAestheticsAndWellness</div></div></div></div></div></div></div> |
| | No major or multiple minor grammar/style errors. | 20.00 / 20 points (100.00%) | <div>★ Your copy is 100% free of major errors.</div> <div><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.</div> <div>Example:</div> <div><div><div>Instagram</div><div><div><div><div></div><div>Thu, Jul 13, 2023 at 12:00 PM</div><div><div>Questions? Just ask!</div></div><div>We believe that communication is key, so we feel free to ask us questions. We're always happy to elaborate on our methods so that each patient can have a better understanding of their treatment plan and what they can do at home to supplement it.</div><div>#SaltwaterAestheticsAndWellness</div></div></div></div></div></div> | |




| | | | | |
|-------------------|--|-----------------------------|--|---|
| | No minor grammar/style errors. | 7.00 / 8 points (87.50%) | <p>⚠️ Comma splice</p> <p>🔗 SOCIAL-259190: Ongoing Social Posts for Saltwater Aesthetics & Wellness</p> <p>DONE Let's look at this sentence from the caption:</p> <p><i>"Finding balance isn't just about physically staying upright, it's also about finding harmony in your life."</i></p> <p>Both clauses before and after the comma are independent and can stand alone, and we can't connect two independent clauses with just a comma.</p> <p>See notes below for the revised sentence.</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. <ul style="list-style-type: none"> 💡 Fix comma splices by replacing the comma with terminal punctuation to create two sentences or by adding the appropriate coordinating conjunction. ⚠️ For instance: <i>"We're open seven days a week, stop by any time."</i> Since each clause is independent, we need to either replace the comma with a period or add a coordinating conjunction: <ul style="list-style-type: none"> ▪ <i>Correct: "We're open seven days a week. Stop by any time."</i> ▪ <i>Correct: "We're open seven days a week, so stop by any time."</i> ▪ In the case of your sentence: <i>"Finding balance isn't just about physically staying upright. It's also about finding harmony in your life."</i> Or <i>"Finding balance isn't just about physically staying upright – it's about finding harmony in your life."</i> In this case, a double dash would also work. 📖 Resource: Comma splices LFTE | <p>⚠️ Comma splice</p> <p>🔗 SOCIAL-259190: Ongoing Social Posts for Saltwater Aesthetics & Wellness</p> <p>DONE</p> <p>▼ Snips</p> <p>Instagram</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 great variety of images, captions, and concepts.</p> <p>You cover a variety of content categories and make appropriate use of stock to keep things fresh and on-brand.</p> | |
| | Post maintains the customer's reputation in adherence to Agent Header notes and content strategy best practices. | 20.00 / 20 points (100.00%) | <p>★ Your post maintained the customer's reputation in adherence to Agent Header notes and content strategy best practices. Great job!</p> | |
| | Photo choice and caption are cohesive. | 17.00 / 17 points (100.00%) | <p>★ Your photo choices are always cohesive with your captions. Nice!</p> <p>Example:</p> <p>Instagram</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> <p>Example:</p> | |



| | | | | |
|-------------------|--|-----------------------------|---|--|
| | | |  Instagram | |
| | | | <div>  <div> <p>Thu, Jul 13, 2023 at 12:00 PM</p> <p>We believe that communication is key, so feel free to ask us questions. We're always happy to elaborate on our methods so that each patient can have a better understanding of their treatment plan and what they can do at home to supplement it.</p> <p>#SaltwaterAestheticsAndWellness</p> </div> </div> | |
| Brand Consistency | Colors picked for the graphic(s) represent the customer's brand well | 10.00 / 10 points (100.00%) | <div>★ COLORS picked for the design always are in alignment with the customer's brand guide.</div> | |
| | Fonts picked for the graphic(s) represent the customer's brand well | 10.00 / 10 points (100.00%) | <div> <div>★ FONTS picked for the design always are in alignment with the customer's brand guide.</div> <div>Example:</div>  </div> | |
| | 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> <div>★ You are able to construct refined layouts that use principles of visual hierarchy to guide viewers strategically through the design.</div> <div>Example:</div> <div>  Instagram </div> <div>  <div> <p>Mon, Jul 31, 2023 at 10:30 AM</p> <p>Exercising regularly can help strengthen your core, joints, and even your ability to concentrate. What's not to like?</p> </div> </div> </div> | |
| | Design(s) lack visual errors | 10.00 / 10 points (100.00%) | <div>★ Alignment of text and/or design elements is always carried out strategically.</div> | |
| Readability | All text in the design(s) is | 15.00 / 15 points | <div>★ You didn't have a single miss when it came to maintaining legibility.</div> | |

| | | | | |
|--|--|--|--|--|
| | mobile-friendly | (100.00%) | | |
| 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 the content. | | August Ongoing Social Posts | |
| | | Overall Placement <div><input checked="" type="checkbox"/> EXCEPTIONAL (Above 97%) <input type="checkbox"/> STRONG (91-96.99%) <input type="checkbox"/> NEEDS IMPROVEMENT (Below 91%)</div> | Score: 98.75% | |
| Key Takeaways | | | | |
| ✔ Strengths | | 🔧 Areas for Improvement | | |
| 1. No grammar errors! 2. Your captions had excellent detail and variety . | | 1. Design. Your two graphics <i>barely</i> passed point deductions because there wasn't anything technically wrong (which IS good, of course!) with them; however, there is still room for improvement. 2. Watch out for those URLs when posting for Instagram. | | |
| 📌 Goals | | | | |
| 1. Let's work on elevating those designed posts! - JOURDEN | | | | |

▼ 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%) | ★ Your copy is relevant to the established content categories and to your customer. <ul style="list-style-type: none">Great job ensuring that your captions are relevant to your customer and what they do. Example: 📷 Instagram  <p>Sat, Sep 2, 2023 at 6:00 PM Expert service shouldn't break the bank! We understand the importance of affordable plumbing repairs for our neighbors, so we provide top-notch service at a price that won't drain your wallet. #PlumbingServices Show less</p> | |
| | No major or multiple minor grammar/style errors. | 20.00 / 20 points (100.00%) | ★ Your copy is 100% free of major errors. <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. Example: 📷 Instagram  <p>Thu, Sep 7, 2023 at 9:00 AM Did you know that regularly pouring boiling water down your kitchen sink can help flush away clog-causing grease and buildup? Give it a try today! 🙌 #PortlandPlumber Show less</p> | |
| | No minor grammar/style errors. | 8.00 / 8 points (100.00%) | ★ Your copy is 100% free of minor errors. <ul style="list-style-type: none">Love seeing that clean content! | |
| Strategy | Post in caption, image, and concept | 20.00 / 20 points | ★ | |

| | | | | |
|--------------------------|--|-----------------------------|--|---|
| | maintains variety on the customer's Social Home. | (100.00%) | <p>This set of posts has a great variety of images, captions, and concepts.</p> <ul style="list-style-type: none"> You cover a variety of content categories and make appropriate use of stock to keep things fresh and on-brand. | |
| | Post maintains the customer's reputation in adherence to Agent Header notes and content strategy best practices. | 17.50 / 20 points (87.50%) | <p>⚠️ Platform violation</p> <p>SOCIAL-289540: Ongoing Social Posts for Service Plus Plumbing</p> <p>DONE</p> <p>The caption for this post is great, but it includes the URL for Instagram. We'd have wanted to remove it for this platform and edit the caption before posting.</p> <p>📌 URL in IG Caption: Keep in mind that it's important to remove URLs from IG captions because it can result in Instagram locking the account.</p> <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: <u>"Tempted to get a new truck? This 2005 Ford F-150 is a great pick. Learn more by visiting us online today: 2005 Ford F-150 - Car Link Auto Sales LLC ."</u> <ul style="list-style-type: none"> ✅ Correct: <i>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.</i> 📎 Resource: Posting with Instagram in Mind | <p>⚠️ Platform violation</p> <ul style="list-style-type: none"> SOCIAL-289540: Ongoing Social Posts for Service Plus Plumbing <p>DONE</p> <p>▼ Snips</p> <div>  <p>Tue, Aug 15, 2023 at 2:00 PM Our team is made up of problem solvers, which means that we're always ready to stop, drop, and find solutions to your plumbing problems. No matter what puzzle you're dealing with, we're here to support you. Visit https://www.serviceplusplumbingpdx.com/ today to learn more about our services. Show less</p> </div> |
| | Photo choice and caption are cohesive. | 17.00 / 17 points (100.00%) | <p>★ Your photo choices are always cohesive with your captions. Nice!</p> <p>Example:</p> <div>  <p>Wed, Aug 30, 2023 at 11:00 AM You want the best for your home, and we do, too! That's why we keep our standards high and never settle for anything less than the best. Give us a call today to learn more about how our services can benefit you. Show less</p> </div> | |
| 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> <ul style="list-style-type: none"> Each post clearly reflects the customer's preferred voice and tone. <p>Example:</p> <div>  <p>Fri, Aug 25, 2023 at 11:00 AM Quality is our top priority, and it shows in every job we take on. From plumbing repairs to maintenance, our work speaks for itself. Give us a call today to see what we mean. #ResidentialPlumbing Show less</p> </div> | |
| 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> <p>Example:</p> | |

| | | | | |
|-------------|--|-----------------------------|---|--|
| | | |  | |
| | Graphic(s) are cohesive within the customer's grid | 15.00 / 15 points (100.00%) | <p>★ The designs you create are ALWAYS complementary and cohesive with designs created by sister teams.</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> <p>Example:</p>  | |
| | Design(s) lack visual errors | 10.00 / 10 points (100.00%) | <p>★ Alignment of text and/or design elements is always carried out strategically.</p> | |
| Readability | All text in the design(s) is mobile-friendly | 15.00 / 15 points (100.00%) | <p>★ You didn't have a single miss when it came to maintaining legibility.</p> | |
| Tools | All tools used are in line with to-date trainings. | 5.00 / 5 points (100.00%) | <p>★ No issues here!</p> <p>Your designs have a clean look thanks to appropriate use of Studio tools.</p> | |

September | Ongoing Social Posts

Score: 95.69%

☒ **STRONG** (91-96.99%)

Key Takeaways

Post creation and/or resource URL applies an element outside of the photo choice, caption, and base customer information to elevate the content.

✔ Strengths

1. No **major grammar errors!**
2. Your posts maintained **variety.**

Areas for Improvement

1. **Design.** Most of your errors resulted from your two designed graphics.
2. **Overall, your content could have been stronger** in general. I'd like to see you bring more customer detail and specificity, creativity, design, and voice to these customers.

Goals

1. Start looking into our design resources in order to strengthen your graphics.- JOURDEN

- ▼ Ongoing Social Posts - Feedback and Examples

| Category | Criteria | Score | Themes | Examples |
|----------|--|--------------------------------|--|----------|
| Copy | Copy is relevant to all established content categories and customer. | 14.88 / 17 points (87.50%) | <div><p>⚠️ Post is not relevant</p><p>SOCIAL-315154: Ongoing Social Posts for Sines Heating & Cooling, LLC</p><p>DONE</p></div> <div><p>Mon, Oct 2, 2023 at 1:00 PM</p><p>When it comes to accountability, we'll stand by our work no matter what. That's the J. Barber Moving & Storage Inc. promise! Want to learn more? Give us a call today. Show less</p></div> <p>If we removed the business name in the caption, this post could be swapped for any brand, vertical, or business. We'd have wanted to make this one more customer-specific and relevant.</p> | |
| | No major or multiple minor grammar/style errors. | 20.00 / 20 points (100.00%) | <div><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.</div> | |
| | No minor grammar/style errors. | 7.00 / 8 points (87.50%) | <div><p>⚠️ Awkward phrasing leading to lack in clarity</p><p>SOCIAL-315154: Ongoing Social Posts for Sines Heating & Cooling, LLC</p><p>DONE</p></div> | |

| | | | | |
|-------------------|--|-----------------------------|--|--|
| | | | <div>  Instagram </div> <div>  <div> <p>Tue, Sep 19, 2023 at 9:00 AM</p> <p>The way we see it, when it comes to moving our neighbors into their new spaces or storing their belongings in a safe, secure unit, above and beyond is the bare minimum. Let us know what you think of our service in the comments below! Show less</p> </div> </div> <p>It took me a few reads to understand what you were trying to say in that first sentence – it's a bit too long and wordy, and it has some confusing clauses and construction as well. Here's one way we could have edited it for clarity:</p> <div> <p>"When it comes to moving our neighbors or providing secure storage units, we believe in going above and beyond – and that's just the bare minimum."</p> </div> | |
| Strategy | Post in caption, image, and concept maintains variety on the customer's Social Home. | 20.00 / 20 points (100.00%) | <div>  This set of posts has a great variety of images, captions, and concepts. </div> <p>You cover a variety of content categories and make appropriate use of stock to keep things fresh and on-brand.</p> | |
| | Post maintains the customer's reputation in adherence to Agent Header notes and content strategy best practices. | 20.00 / 20 points (100.00%) | <div>  Your post maintained the customer's reputation in adherence to Agent Header notes and content strategy best practices. Great job! </div> | |
| | Photo choice and caption are cohesive. | 12.75 / 17 points (75.00%) | <div>  Graphic is not cohesive with caption </div> <p>SOCIAL-315154: Ongoing Social Posts for Sines Heating & Cooling, LLC</p> <div>  Instagram </div> <div>  <div> <p>Tue, Sep 19, 2023 at 9:00 AM</p> <p>The way we see it, when it comes to moving our neighbors into their new spaces or storing their belongings in a safe, secure unit, above and beyond is the bare minimum. Let us know what you think of our service in the comments below! Show less</p> </div> </div> <p>Though we suggest to the readers to "let us know what you think" in the comments in the last sentence, the rest of the caption focuses on their services and doesn't connect to the photo, which is just of a computer.</p> <p>We would have wanted to shift and strengthen this graphic in order to better connect to the caption and what the customer does.</p> <div>  Instagram </div> <div>  <div> <p>Mon, Oct 2, 2023 at 1:00 PM</p> <p>When it comes to accountability, we'll stand by our work no matter what. That's the J. Barber Moving & Storage Inc. promise! Want to learn more? Give us a call today. Show less</p> </div> </div> <p>We had similar issues with this post, but we also had overall lacking detail and relevance in the graphic and caption here, which makes it much harder for the photo and caption to connect. Neither is really relying on or complementing the other – they just exist side by side.</p> | |
| Brand Consistency | The voice and tone represented the customer's brand well. | 18.00 / 18 points (100.00%) | <div>  Nice job keeping content in line with the customer's voice. </div> <p>Each post clearly reflects the customer's preferred voice and tone.</p> <p>Example:</p> | |

| | | | | |
|-------------------|--|-----------------------------|--|--|
| | | | <div><div><div><div>f</div><div>Facebook</div></div><div><div><div></div><div>Mon, Sep 11, 2023 at 11:30 AM Our team is made up of problem solvers, which means that we're always ready to help our clients move their belongings from point A to point B safely. Visit http://jbarbermovingstorage.com today to learn more about our services. Show less</div></div></div></div></div> | |
| Brand Consistency | Colors picked for the graphic(s) represent the customer's brand well | 10.00 / 10 points (100.00%) | ★ COLORS picked for the design always are in alignment with the customer's brand guide. | |
| | 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 | 15.00 / 15 points (100.00%) | ★ The designs you create are ALWAYS complementary and cohesive with designs created by sister teams. | |
| 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%) | ★ Alignment of text and/or design elements is always carried out strategically. | |
| 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. | 3.75 / 5 points (75.00%) | <div>⚠ Repetition of graphics graphics not following BPs and trainings</div> <div>SOCIAL-315154: Ongoing Social Posts for Sines Heating & Cooling, LLC</div> <div>DONE Let's look at these graphics:</div> <div>The image shows a silver laptop on a light-colored wooden desk. The laptop screen displays the text "How are we doing?" in large, bold, white sans-serif font against a dark background.</div> | |



I noted in last month's report that your graphics technically and barely passed the mark; however, you had the exact *same* graphics again for this month. Because of this repetition, I ended up speaking to the other editors and aligning on these graphics, and we all agreed that points should be deducted. Here's why.

Neither of these graphics are detailed or unique to the customer, their brand, or what they do. The designs are a bit unprofessional looking in their creation and style, and the computer post is especially quite dated. These kind of graphics were acceptable in a different era and time in which businesses would often use graphics like the computer graphic, but we want y'all to strive for more up-to-date and current styles of design, and we want our graphics to represent our customer's brand as well as look professional.

Let's retire these graphics and start working toward designs that are professional, elevated, brand- and business-specific, and more in line with our current trainings. Claire is a great resource here as well!

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