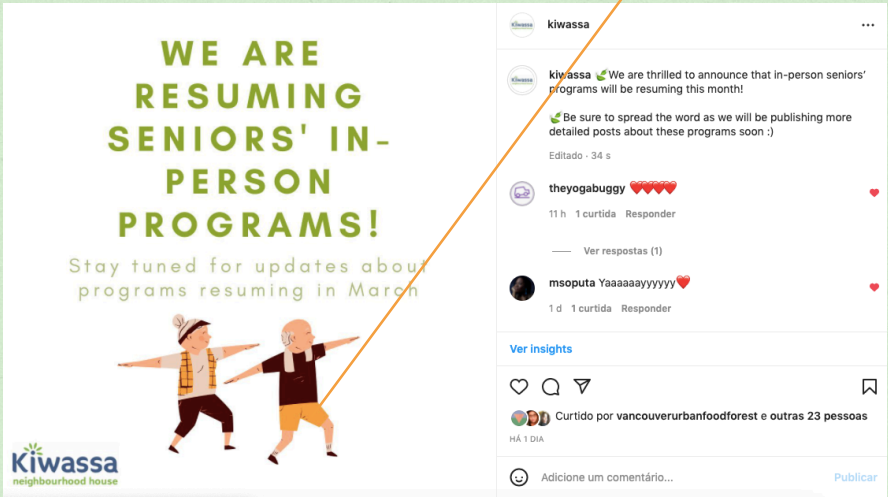
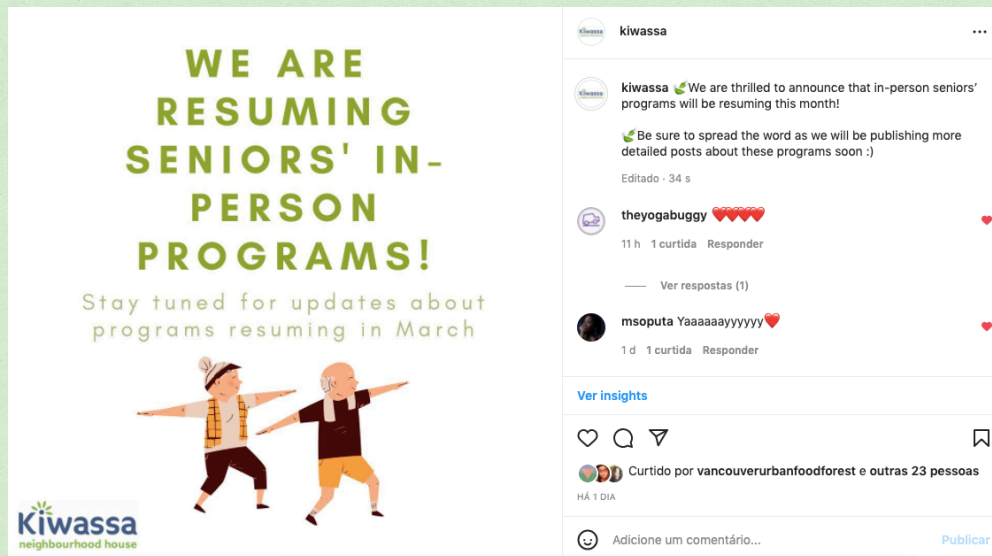


colour palette



posts



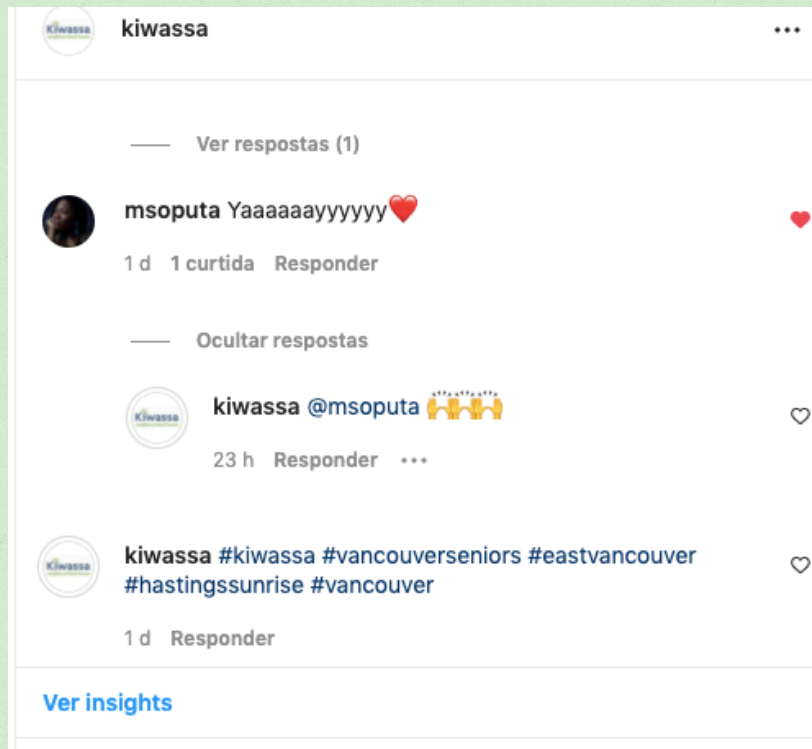
IMAGE

- include location so accounts can find you through it: Hastings - Sunrise
- images contain few text (if more text is needed separate it in other images and post it as a carousel).
- illustration, always!
- blank space is important!
- include Kiwassa's logo whenever possible.
- titles should be bold to differentiate it from the rest of the text.
- Include info contact if possible: info@kiwassa.ca and 604.254.5401

CAPTION:

- include one emoji before every chunk of text to highlight it and make it interesting to reader (🌱🌿🍓🌿🍀).
- (optional) include other emojis to express emotion or illustrate something mentioned in the caption.
- Include info contact: info@kiwassa.ca and 604.254.5401

comments

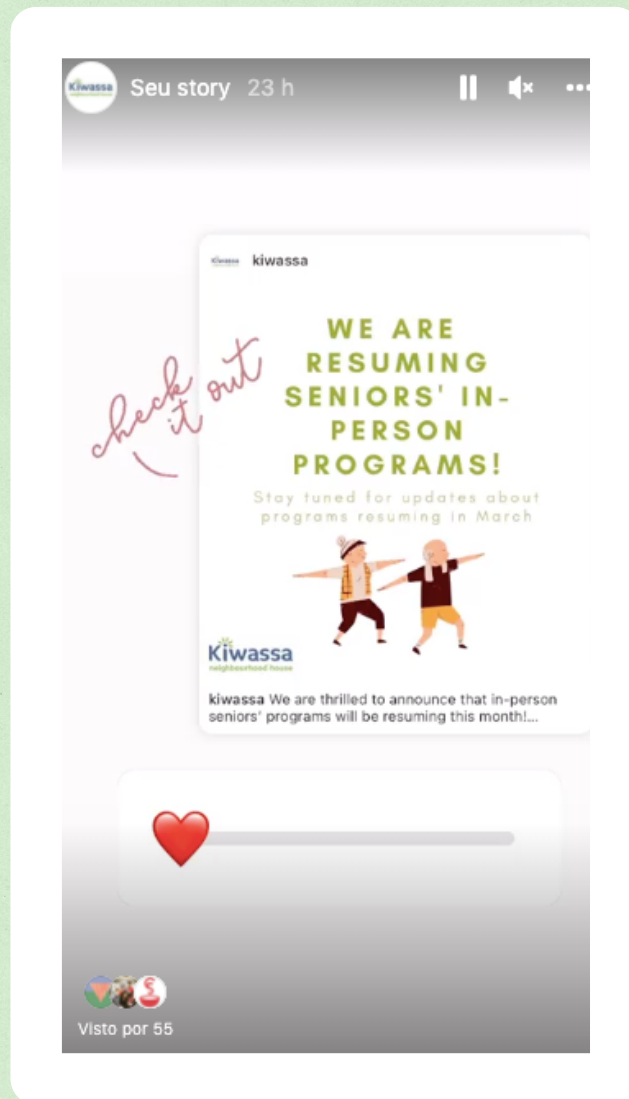


- always include **hashtags** on comments after posting (at least four):

#kiwassa #eastvancouver #hastingsunrise #vancouver #neighbourhoodhouse

- include general hashtags and hashtags that relate to the posted content (eg. general: #vancouver //eg. specific: #vancouver #seniors).
- always try to **reply** comments and **answer** questions. Even if you only include emojis in your reply, always engage with your audience.

stories



- Engage with your audience through stories (include polls, question boxes, link, hashtags, etc).
- Include post in stories to increase exposure.

engage with your audience and create an online community!

- comment on other accounts' posts!
- like other accounts' posts!
- find another accounts through hashtags and engage with them. This will increase exposure and traffic in Kiwassa's account!
- monitor account and verify activities through the 'insights' button that can be found on Kiwassa's

