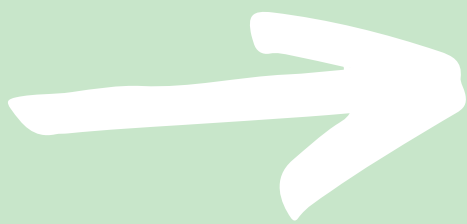


EXAMPLE ON HOW TO USE A DEFINED COLOUR PALETTE IN SOCIAL MEDIA

The following example is from L'estudi, a private academy that offers groups to revise what has been done in class, as well as stimulation at early ages and other methods of doing maths. Their strategy through Instagram is rather simple, but effective.



Most of their posts are simple, a light background and a single sentence over it that sums up the message. It is important to know that most of their posts are reels, which are more dynamic and easy to follow. The messages are straight forward and clear, showing the facts and appealing to the interest of the customer, who has little information.



There is some information in the post, such as prices and address of the academy. An important thing that is embedded in all the publications is the logo of the academy. This appeals to the subconscious, as the customer can remember the logo and relate it to the academy.

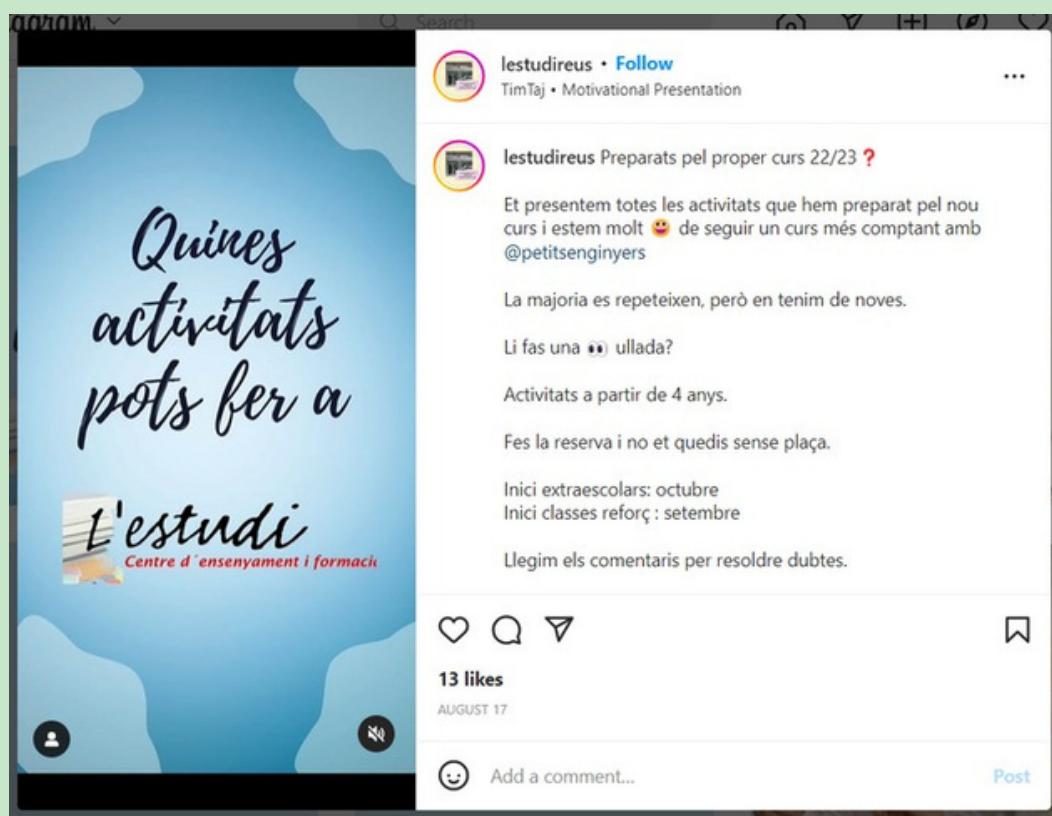
1

2

3

4

5



- 1** Reel: bright, clear, all the video with the same background, only changing the information.
- 2** Options of the reel: Possibility to report the reel, to see it on its own, to share it, to embed it, or to cancel everything. There is also the possibility to follow the account too.
- 3** Centre of the reel: Starts with a direct message about what activities can be done in the academy, including its logo as part of the question. Throughout the reel, there is cohesion of the subjects, everything is done in the same place and at the same time while different things are happening.
- 4** Text: simple and concrete sentences, targeting to give the maximum information without a lengthy explanation and complexity. It contains some emojis, in order to make it less serious and highlight some sentences and words that the academy wants the reader to remember.
- 5** Options of Instagram: the reader who sees the post can like, comment, send or save it, as with any other post that can appear from an account that the reader follows. If there are more saves or likes, the algorithm understands the reader is interested in that topic and will show more related posts.

More examples of this type of post on social media

