

# Baobab Collectives Volunteer Guidebook: Social Media Branding



BAOBAB  
COLLECTIVES

# **Social Media Branding**

Social media is a valuable source for sharing information, so you should utilize this  
to the best of your ability.

# Creating Images

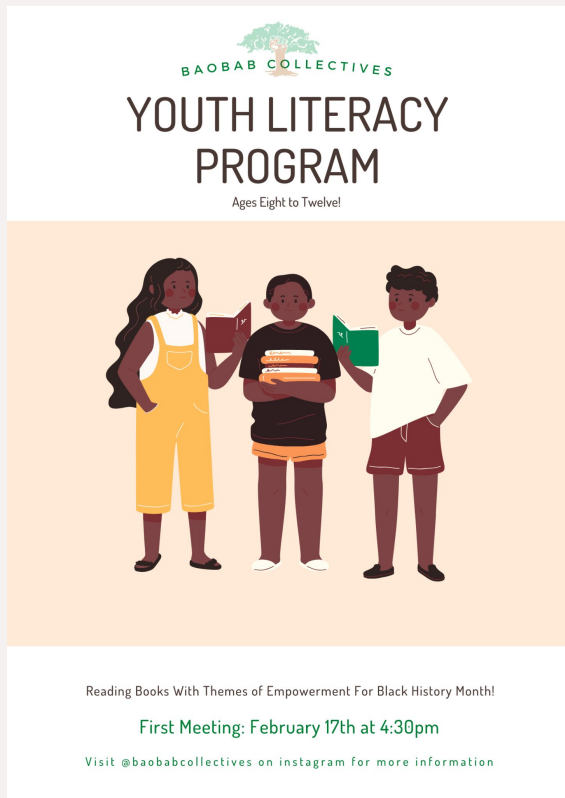
You don't have to be familiar with visual arts to create posts that are appealing aesthetically, there are tools that can help you!

The Canva logo is centered within a dark brown circle that has a white border. To the left of this circle, there is a decorative graphic consisting of a light brown circle, a dark brown circle, and a branch with leaves. The background of the slide is a light beige color with a dark beige horizontal band at the top.


Canva

Canva is a wonderful resource for making images for instagram posts when you need to advertise events or promote talk about the causes Baobab Collectives stands for. Canva is free to use, but you can get access to more features if you buy a subscription. Don't worry about that getting a subscription if you're unable though, you can still create pictures like the examples I'll be giving without it.

# Examples



BAOBAB COLLECTIVES  
YOUTH LITERACY PROGRAM  
Ages Eight to Twelve!



Reading Books With Themes of Empowerment For Black History Month!  
First Meeting: February 17th at 4:30pm  
Visit @baobabcollectives on Instagram for more information



Baobab Collectives  
YOUTH LITERACY PROGRAM



Reading Black empowerment books for Black History Month  
Starting on Thursday February 17th!



Did You Know?  
The first taxicab company was started  
by a Black couple?



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Did You Know?  
The first woman publisher in Canada  
was Black.



BAOBAB COLLECTIVES

# Theme

Baobab Collectives has a theme, and the posts you make should follow this theme. Color helps create an image for brands. For example, what colors do you associate with brands like Starbucks, Coca Cola, or Google? When you think of brands typically there is a color theme you associate them with, and for Baobab Collectives the theme is naturalistic colors!

# Color Palette Examples



Emerald



Sage



Tan



Fog



Charcoal



Rust



Terracotta



Saffron

# ColorHunt

ColorHunt is a great source for finding more naturalistic color palettes that you can use in your posts.

ColorHunt also provides you with hex codes for the colors on its website.



# Logo

Here are some variations of the logo I have used on the Baobab Collectives website and Instagram.



# Tags

This resource provides information on which social media tags are the most active on instagram. You can search for tags by topic so that you can use relevant and popular tags in the posts you create. This can help bring more attention to the Baobab Collectives page.