

FUTUROOT

Social Media & Creative Standards

A guide for social media candence and templates



Social Media & Creative Standards

1. LinkedIn cadence for an event campaign

Plan six posts across the four weeks before the event, published 2–3 times per week and amplified through partner channels, FUTUROOT channels and personal LinkedIn profiles (reposts, tags and comments):

Week	Posts
Week 1	Event announcement + first host introduction
Week 2	First and second host introductions
Week 3	Second and third host introductions; industry-challenge or ‘why attend’ post
Week 4	Event reminder + registration push / urgency post
Post-event Week 5-12	Key takeaways carousel or group photo post, tagging attendees and speakers. Re-purpose insights and content to drive traffic to webpages, key stakeholders periodically posting every other week.

2. Speaker videos

Record a 30–45 second video from each speaker covering: who they are and what they do; what the event is (e.g. a breakfast roundtable for CFOs and senior finance leaders); what the conversation will cover; why someone should come; and how to register. Speakers can self-record on a phone in selfie mode with natural light and a quiet background, or send a voice note plus a headshot and FUTUROOT will produce the video.

3. Creative standards for event graphics

Use the provided templates as the foundation for all marketing and business assets. You may update the content, images, icons, and other editable elements, but the overall design must remain consistent.

- Use only approved fonts, colours, and logos.
- Maintain the defined typography, spacing, and layout.
- Use only brand-approved icons, graphics, and high-quality images.
- Do not modify the core design, branding, or visual identity.

These guidelines must be strictly followed to ensure consistency across all company materials.

Item	When to Use	Link
LinkedIn post (Org Post)	Template should be used for uploading on Organisation's LinkedIn Profile	Click to download
LinkedIn post (Partner Post)	Template should be used for uploading on Partner's personal LinkedIn Profile	Click to download
Email Signature	Template should be used for event email's signatures	Click to download