



2022

Social Media Style Guide

Wrecking Ball Garage

Presented by **Rosemarie L. Cordell**



Contents

- 03. **Introduction**
- 04. **Branding Guide**
- 05. **Profile Alignment**
- 06. **Audience Personas**
- 07. **Voice & Tone**
- 08. **Content Creation**
- 09. **Posting Guidelines**
- 10. **Visual Guidelines**
- 11. **Interactions**
- 12. **Compliance**
- 13. **Contact Details**
- 14. **Credits**



Introduction

All About the Brand

Wrecking Ball Garage is a fun place for small engine enthusiasts to enjoy relatable content. Our mission is to have fun and inspire others to enjoy mini bikes and go-karts with us.




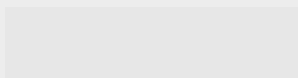

Our social media objectives are:

- Share content with like-minded audiences
- Encourage engagement amongst our followers
- Reach new audiences with the joys of small engine toys



Branding Guide

COLORS

	#0929d1
	#000000
	#7b7b7b
	#e7e7e7
	#ffffff

FONTS

Open Sauce

Open Sauce Light

Open Sauce SemiBold



THE LOGO

The logo should be positioned as the profile picture on all social media platforms.

LOGO AS A WATERMARK

Original content shared to partner social media platforms should be watermarked with the logo without the wrecking ball in the center.

Profile Alignment

1

STYLING OF USERNAME

@Wrecking_Ball_Garage

2

CHANNELS WE USE



3

BRAND HASHTAGS

#wreckingballgarage
#cameinlikeawreckingball

4

FRIENDS OF THE BRAND

@puddinsfabshop
@vicegripgarage
@bustedknucklebuilds

Audience Personas



Mike, the hobbyist

Male, 36 years old
Married, 2 kids
Systems Administrator
Air Force Veteran

Goals: To relax and unwind with cool small engine toys like minibikes and go-karts.

Background: He is a retired veteran who is now on his second career in technology. He enjoys tinkering in the garage and socializing with like-minded people.

Motivations: Saving money, relaxing, having fun with his kids, socializing with other veterans

Frustrations: Politics, money, not enough playtime

Social Media Channels:



Bobby, the mechanic

Male, 45 years old
Divorced, 3 kids
Small Business Owner
Army Veteran

Goals: To build a following for his small engine mechanic business.

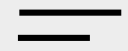
Background: He is a small engine mechanic who helps go-kart and mini bike owners get their toys back on the road. He's also a retired Army veteran who leads a veteran's support group.

Motivations: Helping veterans, having a successful business

Frustrations: Works too much

Social Media Channels:





Voice & Tone



PERSONALITY

We don't take ourselves too seriously. We want to bring light and fun into the world with the joys of small engine toys.



WORDS WE LIKE

Go-kart, mini-bike, backyard fun, veteran, small engine



WORDS TO AVOID

Dangerous, expensive, midlife crisis, boring, normal, quiet

Content

Guidelines

We only share original content. Our social media channels are used to highlight our own media. We can tag friends of the garage on our posts but the content should always be wholly owned and created by Wrecking Ball Garage.

We only share when we have new content. To that end, we don't have scheduling or automation software. Posts go out spontaneously, usually on the weekends, as we create new and original photos or videos for the channel.

Posting Guidelines

How we speak to customers

OUR WRITING STYLE

We use a casual and friendly writing style. Our posts should be fun and approachable.

SPELLING & GRAMMAR

We use proper spelling, grammar, and punctuation.

ACRONYMS

We use well-known acronyms in the small engine community like:

- ARC
- TAV
- RLV

We also use fun acronyms like:

- LOL
- LMAO

AUTHORSHIP

All content is original and wholly-owned by Wrecking Ball Garage. Identifying the author or content creator is not required.

HASHTAGS

#wreckingballgarage
#gokartbuild #gokarts #minibike
#cameinlikeawreckingball
#veteran #sendit #yardkart

CALLS TO ACTION

Links are shortened using bit.ly. On Instagram, we put the link in the bio section and add #linkinbio when applicable.

EMOJIS

We enjoy using emojis to lighten the mood of our posts, like these:

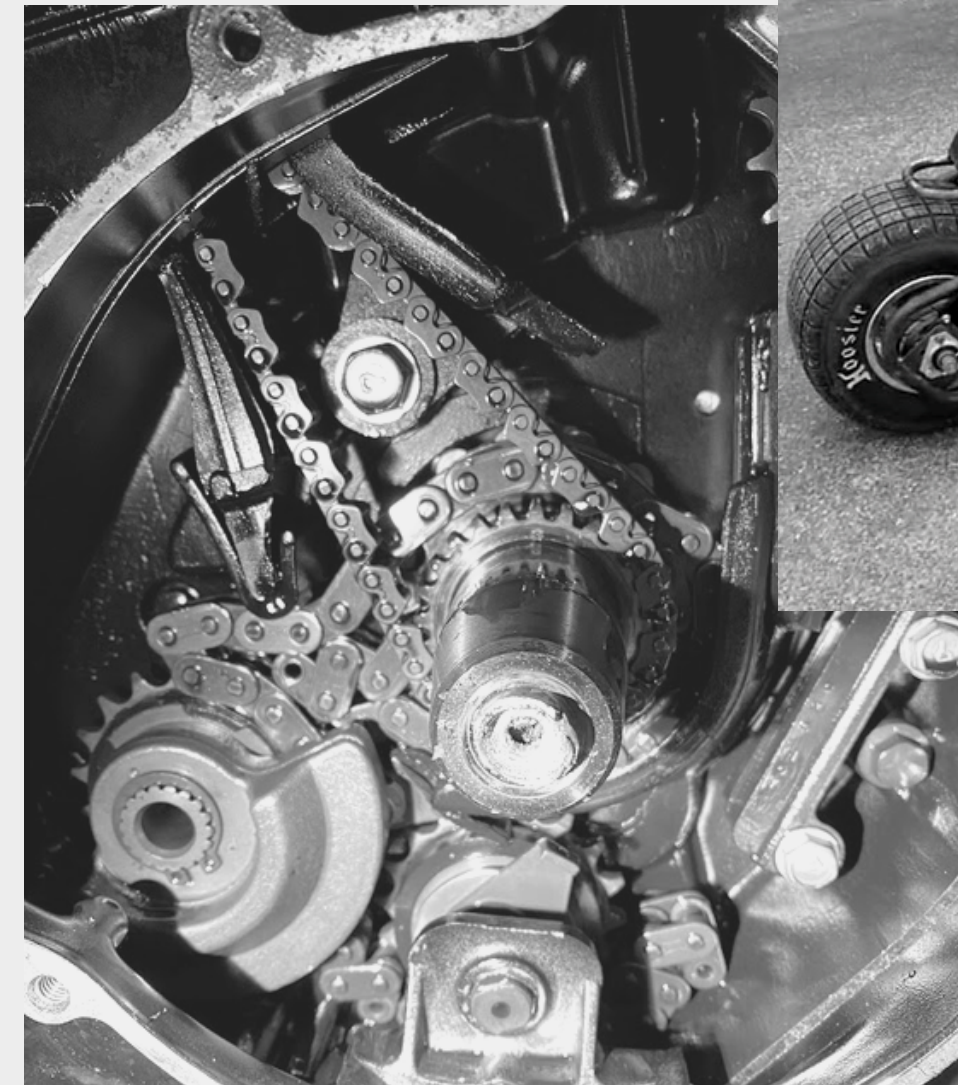


Visual Guidelines

Samples of acceptable use

Our images consist of small engines, go-karts, and mini bikes. We share a mix of close-up images of engine work in progress, completed mini bikes or go-karts, and action shots or videos of us enjoying our toys.

Assets are always cross-posted across all owned social media platforms. When posting on partner channels, content must be watermarked with the official Wrecking Ball Garage watermark, as illustrated on the right-most image on this page.





ENGAGEMENT

We engage with our followers when they comment on our posts using the @wrecking_ball_garage handle. We also engage on similar platforms to increase our reach and socialize with our fellow small-engine enthusiasts.



FEEDBACK

We welcome feedback, questions, or concerns from our audience. The @wrecking_ball_garage team monitors our direct messages and email address, posted on our social media channels.



TROUBLE-MAKERS

We do not tolerate abuse of any kind. Offensive comments will be swiftly deleted.

Interactions

Compliance



INDUSTRY GUIDELINES

All small engine work is regulated by the Environmental Protection Agency. Their regulations can be found at: <https://nepis.epa.gov>



OUR POLICIES

We abide by the simple rule of just having fun. We respect our audience and enforce a safe and fun atmosphere for everyone.



LEGAL STUFF

All content is created and owned by Wrecking Ball Garage. Our legal counsel will assist with issues of stolen content.

Contact Details



Mailing address

123 Cordell St., Cordell, OK, USA
73632

Email address

info@wreckingballgarage.com

Phone number

(580) 456 7890

Credits

The Creative Forces



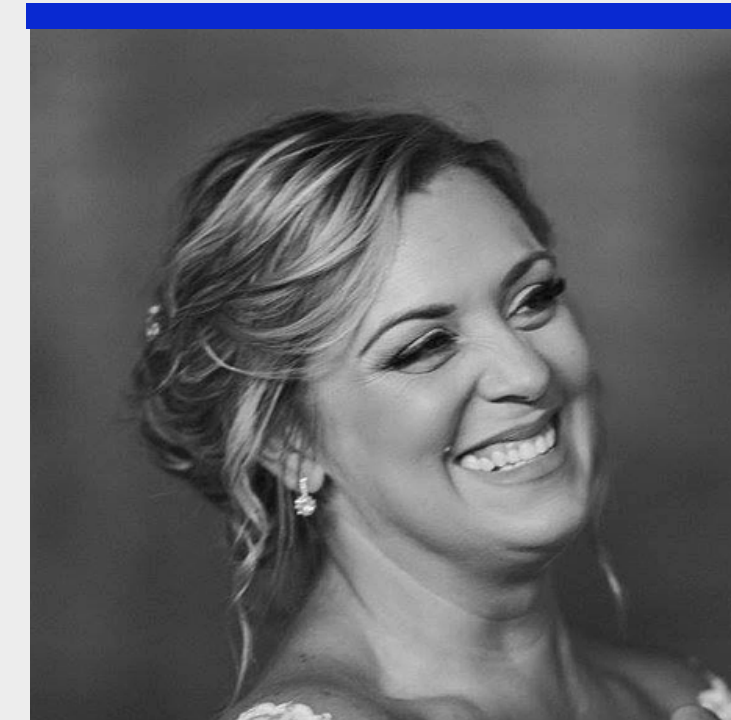
Michael Cordell

Owner & Content Creator



Rosemarie Cordell

Social Media Manager



Jennifer Cordell

Legal Counsel



Image Attribution: All images within this guide are used with permission from Michael Cordell, owner and content creator of Wrecking Ball Garage.