

A woman with blonde hair in a ponytail is sitting on a blue sofa. She is wearing a dark, sleeveless top and shiny, silver pants. She is looking to her right. The sofa has a chrome armrest. The background is a dark blue wall. A small, dark, spherical object hangs from the ceiling. The floor is dark and reflective.

SOCIAL MEDIA GUIDE 2025

INNOVATION LIVING™

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Social media is a valuable tool for strengthening the brand and engaging with your customers. To support you in making the most of these platforms, we have developed this Social Media Guide, ensuring that you easily and effectively can use our ready-to-use marketing materials.

All content has been designed in the correct formats and is available with pre-written captions in Danish, English, and German - allowing for a seamless and efficient posting experience.

This guide provides clear, step-by-step instructions on how to publish content on Instagram, Facebook, and LinkedIn, as well as how to create stories on Instagram and Facebook. Whether you are new to social media or looking to optimize your current strategy, this guide will help you maximize your online presence with minimal effort.

Download content for mobile devices

First you must download the pictures and the content plan to your mobile device if you would like to share the content from your phone.

To watch the video guide, press the play icon:



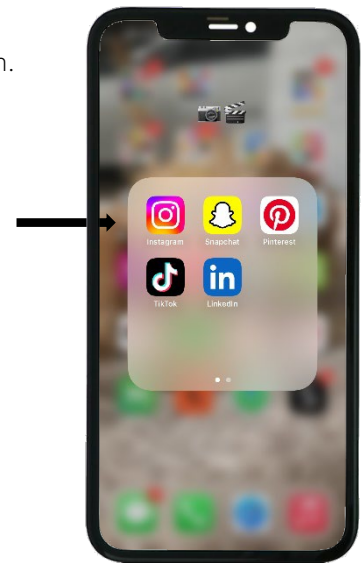
INSTAGRAM - POST

PHONE

In this guide, we will go over how to create an Instagram post step by step, from selecting a photo to writing a caption and sharing it with the world.

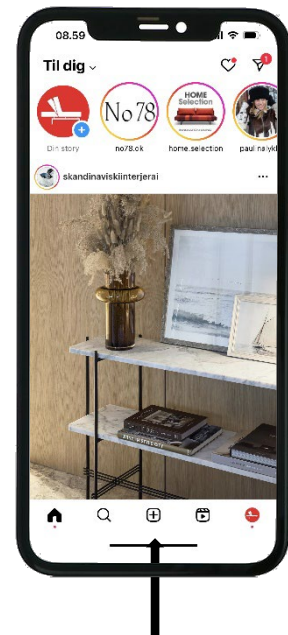
Step 1:

- Open the app by tapping the **Instagram icon** on your home screen.



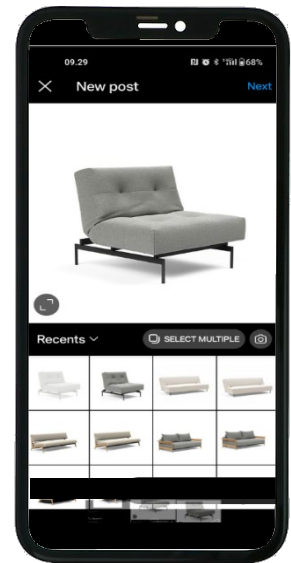
Step 2:

- At the bottom of the screen, you'll see a plus (+) icon in the middle (or at the top right, depending on your version).
- Tap the plus (+) button to create a new post.



Step 3:

- You will now see your gallery.
- Select an image
- After choosing your picture tap "Next".
- Make sure to select the correctly cropped image
- Tip: You can select multiple images by tapping the "Select Multiple" do this to make a carousel.

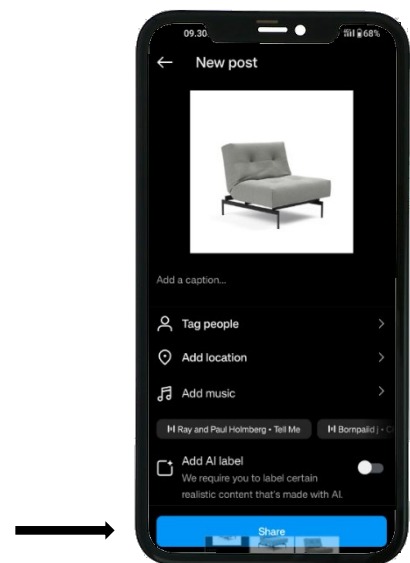
**Step 4:**

- All our material has been edited before being send so this screen is not necessary
- Press "NEXT".

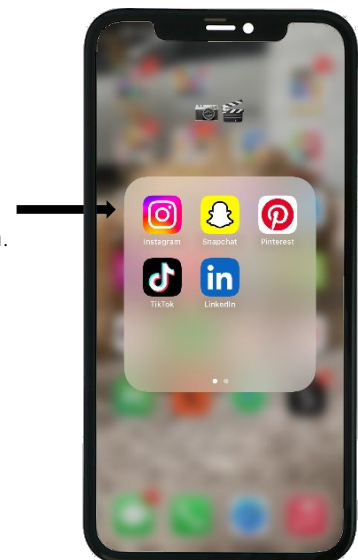


Step 5:

- Tap the "Add a caption" box
- Insert the attached text and hashtags from the Innovation Living marketing materials
- Press "Share"

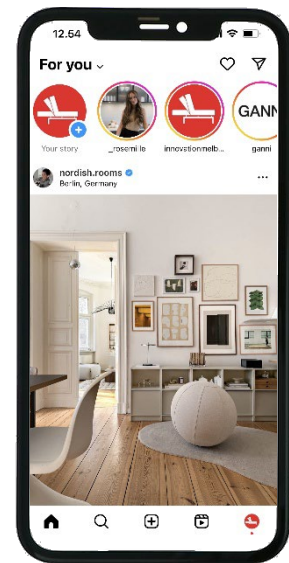
**INSTAGRAM - STORY**
PHONE**Step 1:**

- Open the app by tapping the **Instagram icon** on your home screen.

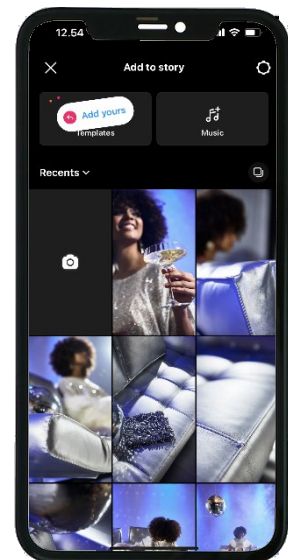


Step 2:

- Press the circle with the title "Your story"

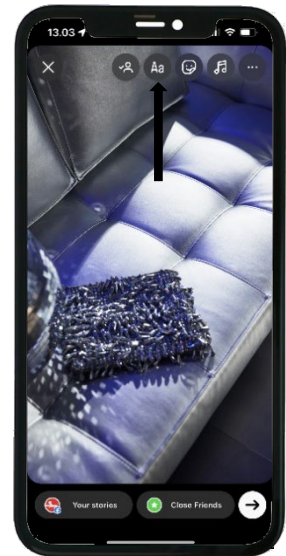
**Step 3:**

- Press the chosen marketing picture from Innovation living. Make sure to choose the picture cropped for stories.

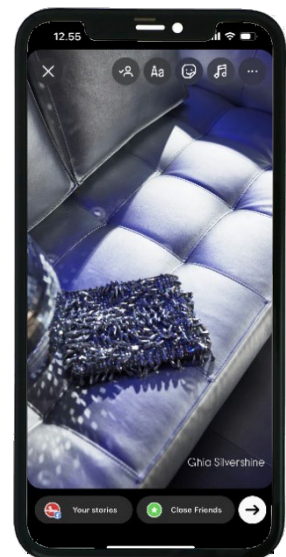


Step 4:

- Press the "Aa" button and insert text if you want to tell something about the product.

**Step 5:**

- When the post has been set up properly press the arrow to share.



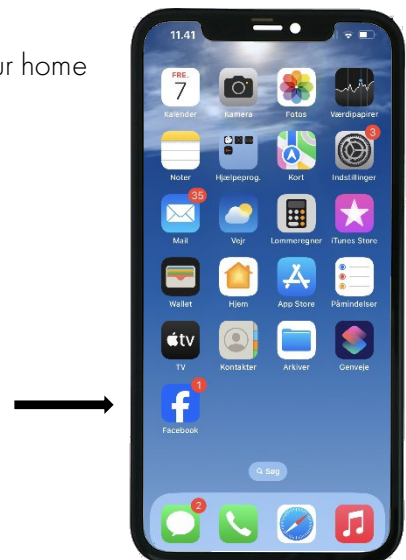
FACEBOOK - POST

PHONE

In this guide, we will go over how to create a Facebook post step by step, from selecting a photo to writing a caption and sharing it with the world.

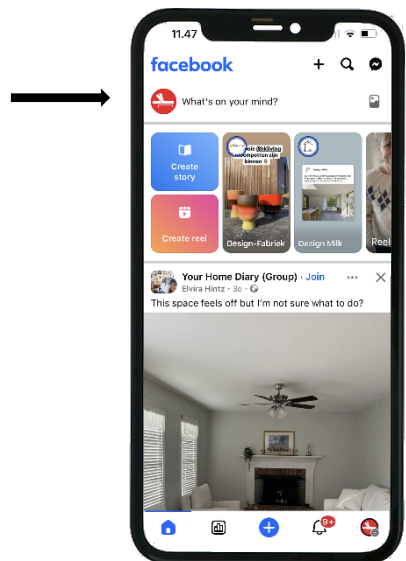
Step 1:

- On phone, open the app by tapping the Facebook icon on your home screen.



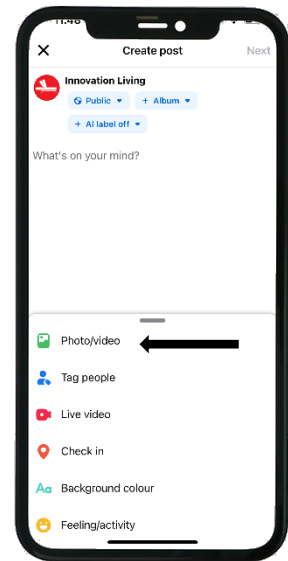
Step 2:

- At the top of your News Feed, you'll see a box that says "What's on your mind?"
- Tap or click on this box to start creating your post.

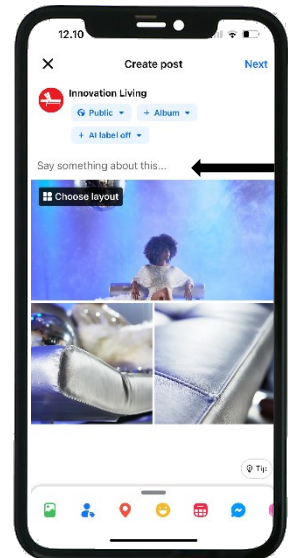


Step 3:

- Press photo/video
- Add picture / pictures with "post" format from the attached Innovation Living marketing materials.
- Choose multiple pictures to make a carousel

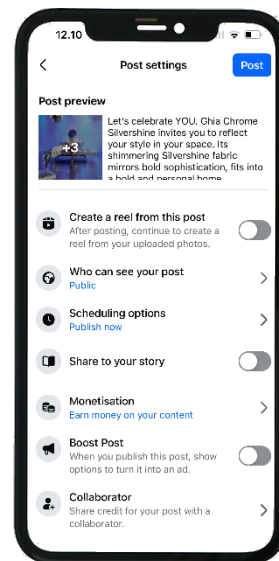
**Step 4:**

- Type your message in the text box "Say something about it.."



Step 5:

- Once you're happy with your post, tap "Post" (or "Share" on some versions).
- Your post is now live on Facebook.



FACEBOOK - STORY

PHONE

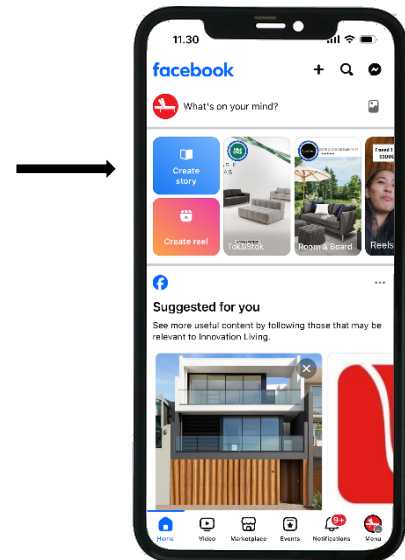
Step 1:

- Open the app by tapping the **Facebook** icon on your home screen.

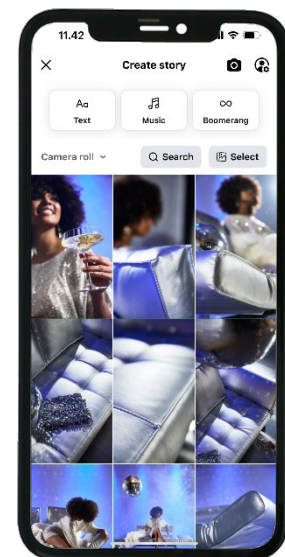


Step 2:

- Press "Create story"

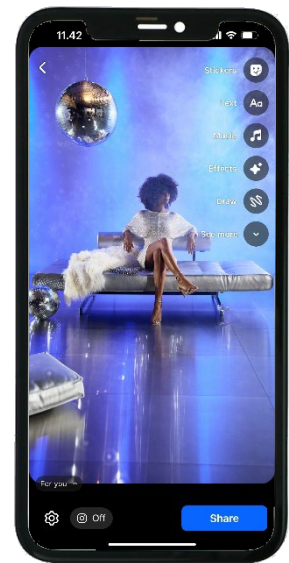
**Step 3:**

- Select from Gallery – Tap the chosen image to upload a photo or video from your phone.

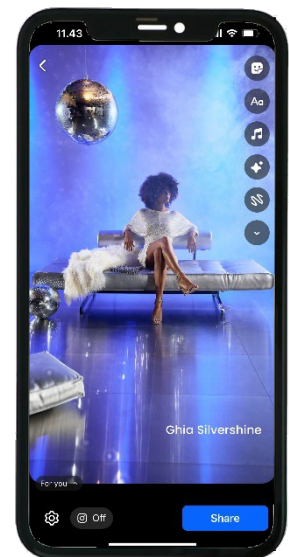


Step 4:

- Text – Tap the “Aa” icon and add the attached text
- Edit text - You can change fonts and colors

**Step 5:**

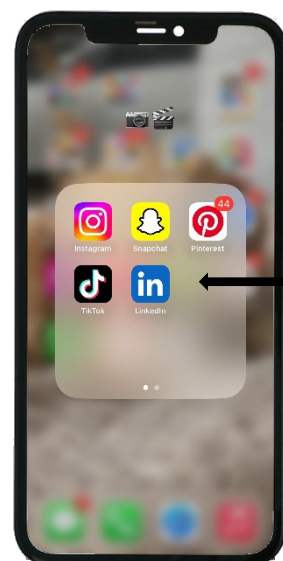
- When you're done setting up the caption, tap "Share".



LINKEDIN - POST PHONE

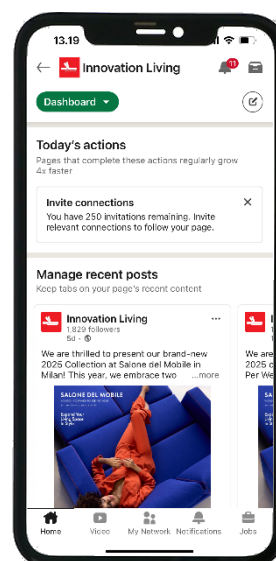
Step 1:

- Open the app by tapping the **LinkedIn icon** on your home screen.



Step 2:

- At the top of your front page, you'll see a little round icon with a pen in the middle.
- Tap or click on this icon to start creating your post.

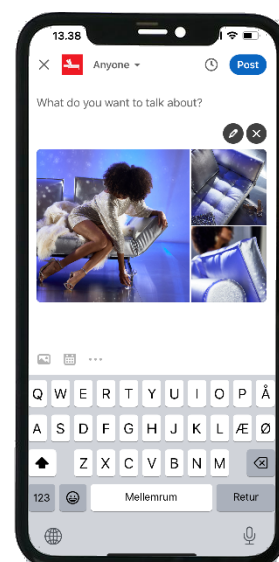


Step 3:

- Press photo/video
- Add picture / pictures with "post" format from the attached Innovation Living marketing materials.
- Choose multiple pictures to make a carousel

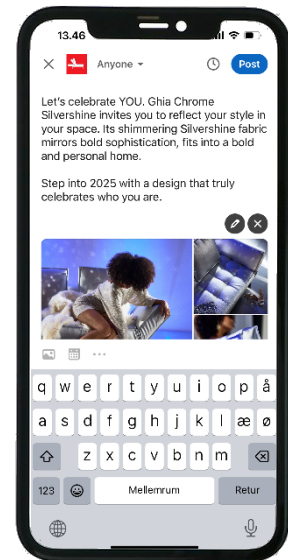
**Step 4:**

- Insert the attached text and hashtags from the Innovation Living marketing materials in the "What do you want to talk about" box.



Step 5:

- Once you're happy with your post, tap "Post" (or "Share" on some versions).
- Your post is now live on Facebook.

**Download content for desktop/PC**

First you must download the pictures and the content plan to your desktop/PC device if you would like to share the content from that.

To watch the video guide, press the play icon:

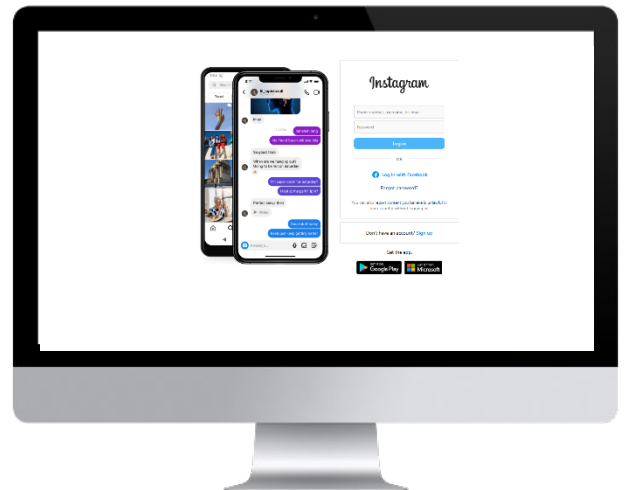


INSTAGRAM - POST

DESKTOP

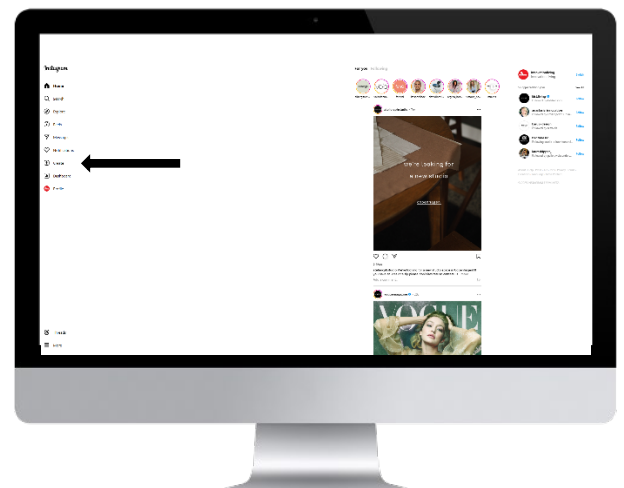
Step 1:

- Go to www.instagram.com and login to the desired account



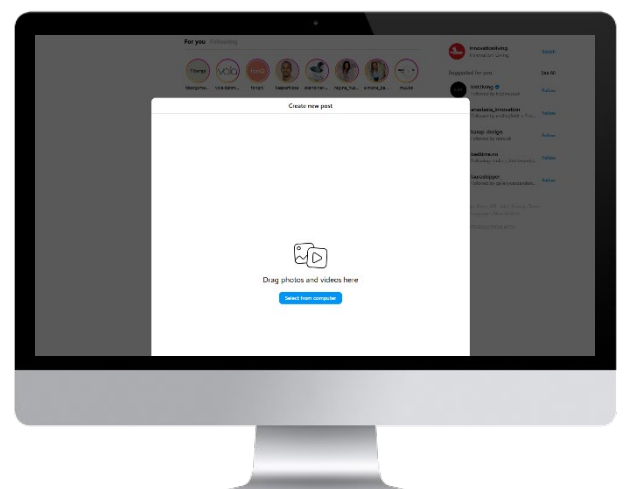
Step 2:

- When logged in, press the Create button to create a post.



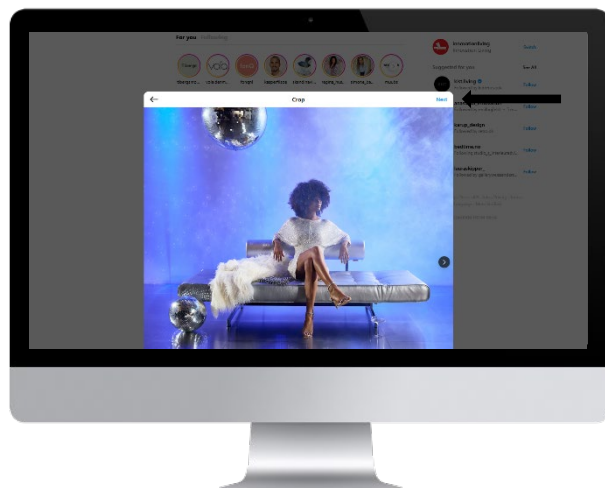
Step 3:

- Press the button "Select From Computer" and add the picture/pictures from the content plan. If you add multiple pictures Instagram will automatically make a carousel

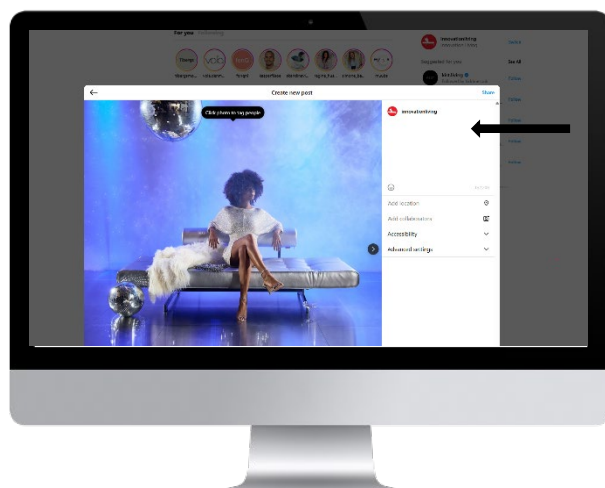


Step 4:

- Press the "next" button until you get to the page where you can add a caption.
- All pictures have already been edited before you received them so there is no need to add filters.

**Step 5:**

- Press the caption field
- Insert the received marketing text that you've got from Innovation Living.
- When you are satisfied with the caption press share to publish your post

**INSTAGRAM - STORY****DESKTOP**

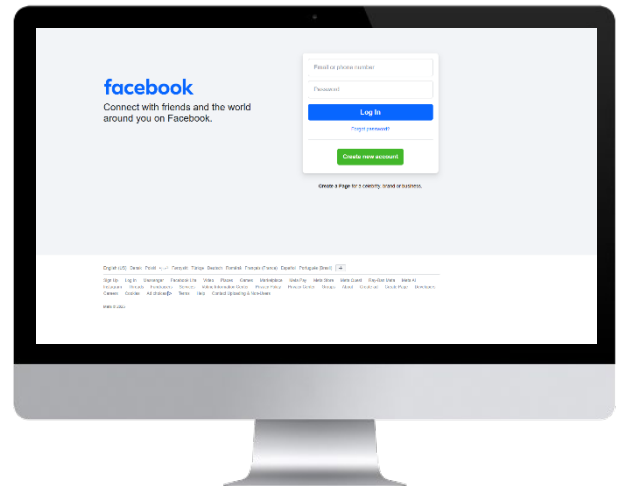
Instagram stories can't be created via desktop. Follow the guide for phone instead.

FACEBOOK - POST

DESKTOP

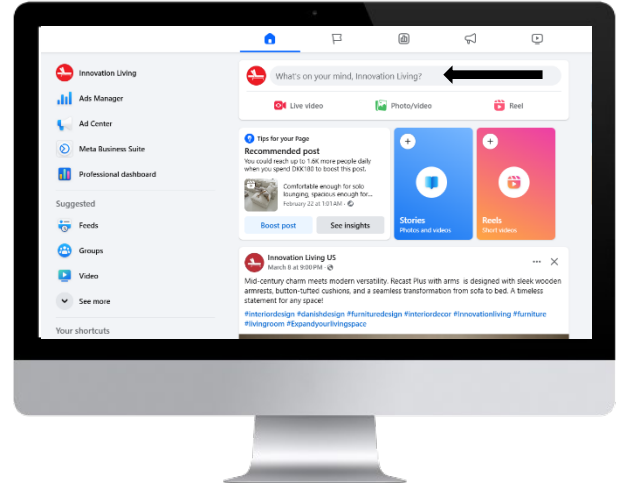
Step 1:

- Go to www.facebook.com and insert your login information



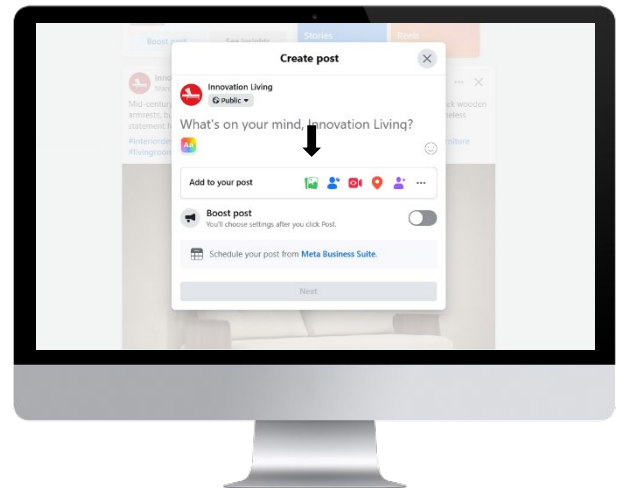
Step 2:

- At the top of your News Feed, you'll see a field that says, "What's on your mind?"
- Tap or click on this box to start creating your post.

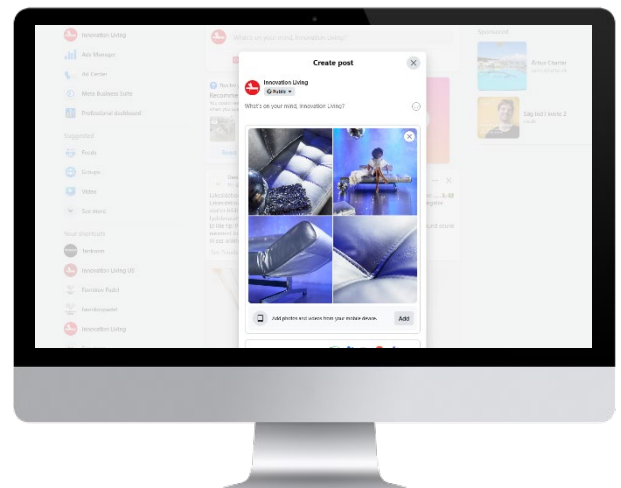


Step 3:

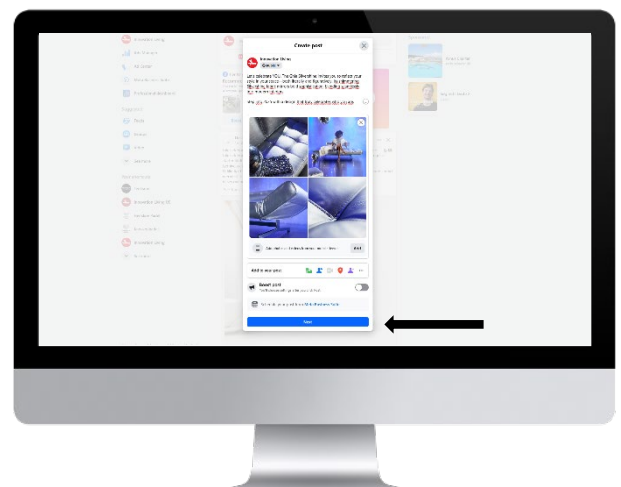
- Press photo/video
- Add Pictures with "post" format

**Step 4:**

- Press the caption field
- Insert the received marketing text that you've got from Innovation Living.

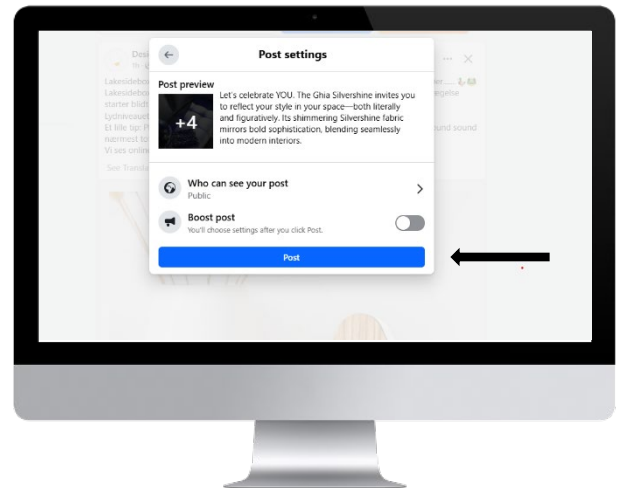
**Step 5:**

- When you are satisfied with the caption press next.



Step 6:

- Now you're ready to share the content.
- Press "Post"

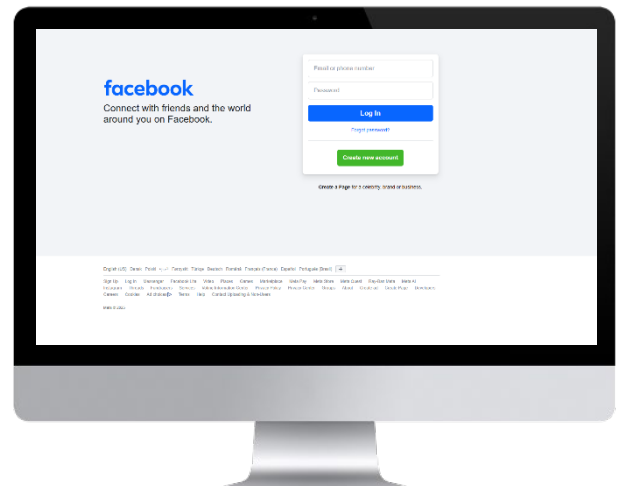


FACEBOOK - STORY

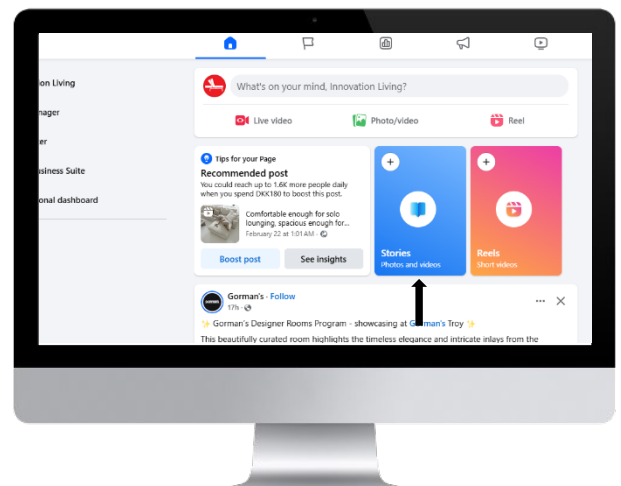
DESKTOP

Step 1:

- Go to www.facebook.com and insert your login information

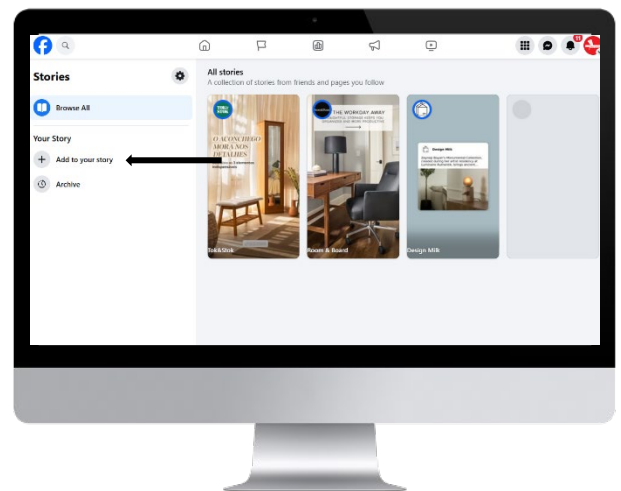
**Step 1:**

- Press the stories bottom.

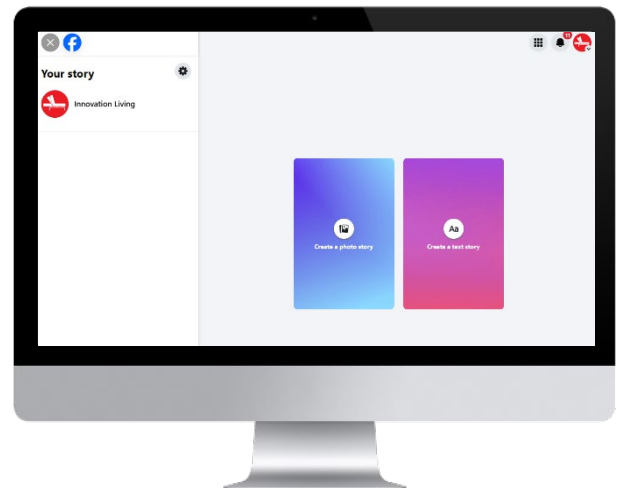


Step 2:

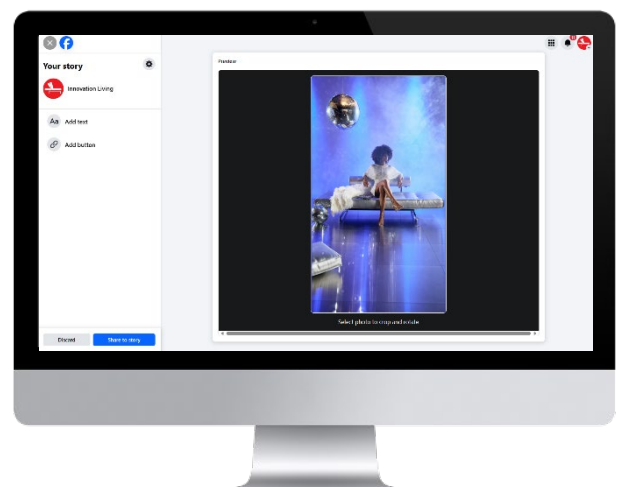
- Press "add to your story"

**Step 3:**

- Press "Create a photo story"

**Step 4:**

- Press "Create a photo story" and add the picture/video from the content plan.



Step 5:

- Text – Tap the “Aa” icon and add the attached text.
- When you're done setting up the caption, tap "Share to story".

