Brand guide and constraints — 3 networks

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What never moves, what each network imposes · fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **The brand guide says what the brand must say; it doesn't say how each network displays it.** This table is the second half: read once, then applied on its own.

What the brand guide fixes, and what moves on no network

Rule	Finding across the 240 posts
Formal address	Held in 100 % of posts
Origin of the products named when it is true	Held in 92 % — the remaining 8 % are opening-hours announcements
No superlatives	**Not one occurrence in two years — a rule held without ever being written**
Sign-off	Held in 96 %

What each network imposes

Constraint	Instagram	Facebook	LinkedIn
Usable length	210 characters before the fold	420 characters	780 characters
Link	**Not clickable — points to the profile link, kept up to date**	**Clickable, in the body and never in the first comment**	Clickable
Hashtags	8 to 12	2 to 3	**3 maximum — beyond that, reach falls in your history**
Image format	1080 × 1350 (vertical)	1200 × 628	1200 × 627
Default angle	Behind the scenes, product	Local, hours, pushes	**Corporate orders**
Alt text	**Written**	**Written**	**Written**

> **Alt text is the description a screen reader reads out, and which the networks also use to understand the photograph. None of the house's 240 posts carried one.** It takes thirty seconds per image, and it makes the posts readable by customers they were not reaching.

The two measured findings that justify a rule rather than a habit

Practice	Measured effect on your posts	Rule adopted
Link placed in the first comment on Facebook	**Reach halved**	Link in the body
More than 3 hashtags on LinkedIn	Reach 28 % lower on average	3 maximum

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This table takes one line to correct the day a network changes its display rules — and there is nothing else to redo: the templates themselves don't move.

Network to add if needed, and default angle adopted: _____

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