



Brand guide and constraints — 3 networks

LINDBERGH FORMATION — 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114

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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

LINDBERGH FORMATION — a simplified joint-stock company with share capital of €250,000 · Registered office: 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114 · SIRET 817 946 114 00029 · VAT FR 60 817 946 114 · "Blue Lemon Agent" trade mark · Training-provider registration no. 119 108 635 91 (Île-de-France prefect — this registration does not amount to State approval) · Qualiopi certified, no. 03896, for the "training actions" category · contact@bluelemonagent.ai · dpo@bluelemonagent.ai · Hosted in France.

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 who were lost without anyone knowing.

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

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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