

Social Media Guidelines

February 2017

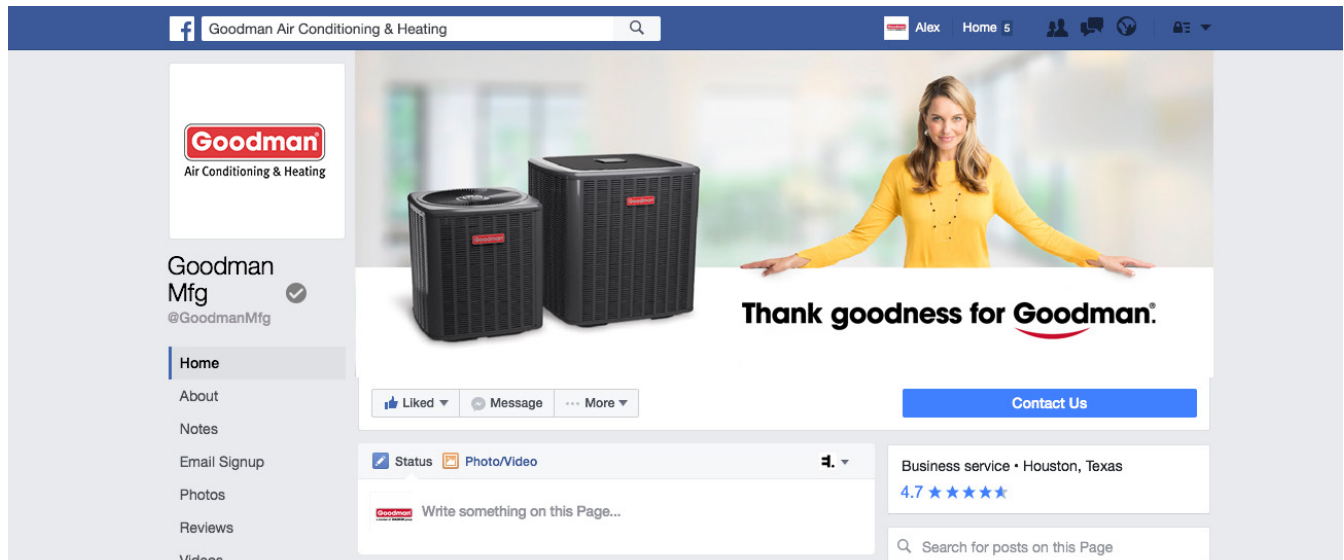


Air Conditioning & Heating

Visuals

Imagery

The purpose of the Social Media Guidelines is to represent the Goodman brand consistently across all channels. Building the Goodman brand on social media channels with the intent to connect with our target audience. The official Goodman brand logo is reserved for the profile images of the official Goodman social media channels.



Preferred Logos

Profile Image: Goodman Air Conditioning & Heating

Cover Image: "Thank goodness for Goodman" tagline logo.

Posts with Stock Images: Goodman Air Conditioning & Heating (In color in the same placement)



Photography

Preferred choice for photography is to use original Goodman photo shoot images, when possible. (Models with white background or Models with blurred background.)

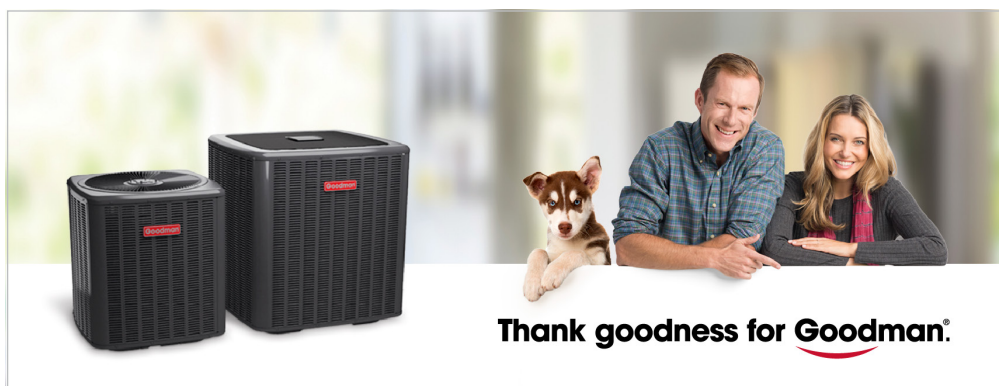
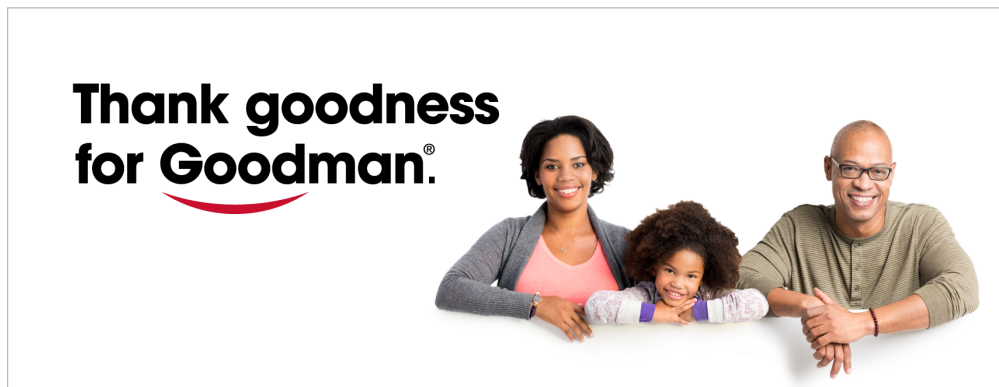
A) Original Photography: Use images with models that represent a homeowner.

B) Stock Images: Use image with people in an home interior environment.

C) Stock Images: Exterior images to show climate or exterior of a residential home.

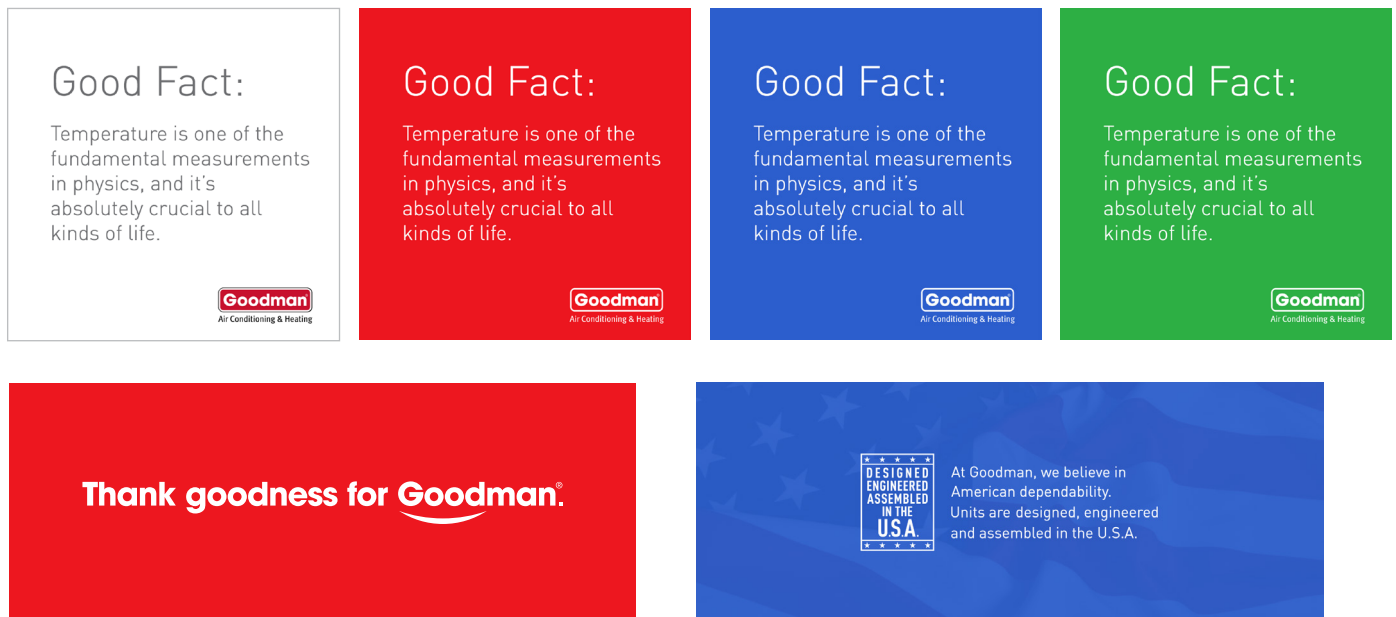
D) Infographics: Use Goodman web colors and iconography.

E) Text on Solid background: Use white, red, blue or green as solid color. Goodman Logo in color on white or white Logo on solid color.



A) Original Photography: Use images with models that represent a homeowner.

Photography, cont.



E) Text on Solid background: Use white, red, blue or green as solid color. Goodman Logo in color on white or white Logo on solid color.

Colors

Preferred choice for color usage, is the colors used on the Goodman website. Colors should be the web hex values for Goodman red.



Red #E31836



Gray: #808080



Blue: #2C5ECD



Green: 2EB044

Communication

Company Voice & Tone

- Be friendly, approachable and responsive.
- Use inclusive language (us, we, you)
- Talk like a person, not a machine or a press release
- Be honest
- Be expressive, when appropriate. (“Cool!” “Great news!”)
- Find opportunities to naturally build engagement hooks into your posts

Ongoing Theme(s)/Campaign

- Temperature/Climate
- Air (Ex. Love is in the air this month! Remember to check your air filters to be sure your air is free of allergens”

Audience

Target audience for the Goodman official Facebook page is the residential consumer.

Target audience for the Goodman official Twitter page is the residential consumer and Goodman Dealers.

Engage with Audience:

- Calls to action in captions
- Questions in captions
- Quiz or Trivia questions

Goals

- Build Audience to 1,000+ Page Likes
- Send a positive message representing the Goodman brand & Voice
(not product focused, but Brand focused)
- Educate customers with helpful tips on Temperature, Energy efficiency,
- Convey the message of Made in USA/American Pride

Policy

The Company reserves the right to request that social media posts in violation of this policy be withdrawn.