

Kodiak Cakes Copy Guide to: Instagram

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Instagram Background

At the core of Kodiak Cakes' significant growth over the past few years has been multichannel and streamlined marketing efforts, including content promotion on social media.

The most influential and important of these social media channels is Kodiak Cakes' primary and influencer Instagram accounts.

Why Instagram?

With over 1 billion monthly active users, Instagram is considered one of the most popular social networks worldwide. With a combination of video/photo and copy on a singular post, Instagram is an excellent way to deliver complex and simple content to audiences.

With features like tags, hashtags, and sponsored partnerships, we can directly address and engage specific audiences and demographics.

Our Current Numbers:

Currently, Kodiak Cakes has 333K followers with an average of:

- 1300+ Likes per Post
- 7400+ Views per Video
- +/- 35 Comments per Post
- 2000/3000 Comments for Partner Giveaways

GENERAL GUIDELINES:

A Kodiak Cakes Instagram post should have...

- Elements of frontier language, rustic turns of phrase, or allusions to the pioneer spirit
- An engaging first line
- A brief, but informative body of copy
- A closing line that encourages interaction, activity, or participation
- Appropriate tags where needed
- Topical or related hashtags
- Humor
- Approachability
- Brand appropriate material

Key Types of Content to Post:

Giveaways

Kodiak Cakes routinely partners with brands that share similar goals or are active brands in the same space (while not directly competing).

These similarities may include:

- Promoting active or outdoor lifestyles
- Healthier dietary choices
- Balanced eating or foods that complement our products directly (syrops, butters, toppings, etc.)

When writing a giveaway post:

- Be sure to immediately label the post as a giveaway in the top line
- Ensure that the Kodiak Brand voice takes priority over any other brands involved
- Tie in any current seasons, promotions, or campaigns when possible
- Tag all companies involved with primary accounts
- CLEARLY OUTLINE WHAT IS GIVEN AWAY
- Create a separate section for any rules or guidelines that participants must follow
- Encourage engagement by commenting, sharing, or tagging

Please avoid:

- Clichés and forced puns
- Complicated entry requirements
- Other brand voices/copy/tones

[EXAMPLE](#)

Recipes

Currently, Kodiak Cakes posts more recipes on our social pages than any other content category. Therefore they are a vital part of our social strategy and it is important that not only are they on brand in tone and voice but that all essential points are involved.

When posting a recipe:

- Include a brief intro line that sets the recipe up with its most appealing feature, a value prop, and any campaign or seasonal links needed.
- All recipe details (provided by PD)
- An engaging closing statement encouraging interaction from users (ex. Share photos of your bundt cake with the tag #KodiakKitchen)

[EXAMPLE](#)

What to avoid:

- Recipes that are out of season or too far off-brand (ex. Chocolate Martini, Candy Bars, Funnel Cakes, etc.)
- Recipes that do not correlate with the campaign guidelines (ex. Non-oatmeal recipes in October, cake recipes during the New Year's health push)
- Marketing recipes as "healthy" or "diet"
- Recipes that are too long or complicated for the platform (these belong on the website only)

Product Launch & Promotion

Generally, each fiscal quarter Kodiak Cakes has at least one product or innovation launch, but more often than not, there are multiple at a time.

- Instagram is a key platform in promoting these new products and flavors and quickly alerting our most loyal consumers of their existence, distribution, and key features.
- Posts for product launches need to be planned out at least a month in advance, take place on the day of the cross-company launch, and be teased in the days prior.

When posting a product launch or promotion:

- Post a teaser one to two days prior to entice users
- Refer to the Comprehensive Copy Doc for the provided copy or essential details
- Use approved promotional imagery
- Have a strong brand voice

What to avoid:

- Diluting the product promotion with other content. The product should be the key talking point and dominate the bulk of the post.
- Generic value propositions. Be sure to include what makes this new product or change in product different.
- Comparing to, or calling out, competing products.

General Content Posts: Campaign Support, Lifestyle, Blog Promotion

Outside of the keystone content categories listed above, Kodiak Cakes' Instagram is often used to promote secondary content, ongoing marketing efforts, or simply to engage loyal consumers.

These general content categories include:

Campaign Support: During large-scale campaigns, the Instagram account may be leaned on for promotion. This may include announcing the campaign with a variety of content such as video, giveaways, stories, or takeovers.

Often this content will be supplied within the Campaign Guideline, but if not, tone, theme, voice, and messaging should be strictly followed.

Lifestyle: While 99.9% of content hosted serves a greater purpose sometimes, the goal is simply engagement. When this is the case, the main idea to keep in mind is that it still must be on brand and that the imagery chosen should be strong enough to pique interest on its own.

Blog Promotion: Kodiak Cakes often employs a cross-channel approach when it comes to executing marketing efforts. This means multiple facets of the marketing team rely on one another to support each other.

Often, the Kodiak Cakes Instagram account will be used as a means to promote recently written blogs. When this is the case, the majority of the post should match the first few sentences of the blog's introduction and encourage followers to click a link to see the full post.

**Accompanying images should match the blog as well. **

One-Off Posting

Social Trends: The world of Instagram is where social trends are often born and thrive. Trends that may sweep on a national and local level and that may last anywhere between a few hours and a few months.

Often Kodiak Cakes may take part in these trends *BUT* only if the following apply:

- Clear ROI: Will it engage followers? Will it expand audience reach?
- Does it fit the brand? Small tweaks can be made to fit into the trend but, brand voice and tone should still be present.
- Do not sacrifice brand identity to force a trend post.
- Does the trend make sense for Kodiak Cakes? Just because it IS happening doesn't mean WE should be part of it.
- Are there any possibilities to push back? Consider if this puts us in a space we should not be (ex. Politics, global issues, sports)

[EXAMPLE](#)

Other Key Areas to Consider:

Editing & Formatting

Editing: Even though most of the copy featured on the Kodiak Cakes Instagram account is brief in nature, it goes without saying that it still must be reviewed for editing.

- A lower word count means greater importance on everything being flawless within a post.

Remember: Even after content has been posted to Instagram, it can still be edited. That means there's no excuse for poor grammar, typos, or inaccuracies.

Formatting: Just as important as editing is formatting.

When laying out a post be sure to avoid:

- Bulky blocks of content — break up thoughts with full spaces between.
- Awkward line breaks between words and phrases

An Example of Poor Formatting: https://www.instagram.com/p/B7_8DppBLo/

An Example of Strong Formatting: <https://www.instagram.com/p/B9pph5ZDL4/>

Tagging: When posting content that involves partnerships or sponsorships, tagging is essential. Be sure that all companies or parties involved are appropriately tagged with their primary accounts in either the photo, the post copy, or both.

Good Tagging Example: <https://www.instagram.com/p/B3-q1klo1vH/>

Bad Tagging aka No Tagging Example: <https://www.instagram.com/p/B27WiopDcwc/>

Hashtags: Similar to tagging other accounts, hashtags play an important role in engaging audiences and partners on Instagram.

Be sure to:

- Use hashtags that align with the brand (ex. #KodiakKitchen, #BearDen, #WholeGrains)
- Use hashtags that align with campaigns whenever possible (ex. #Oatober, #HomemadefortheHolidays, #SnackAdventurously)
- Work with partners to ensure hashtags align between both brands, but always lead with Kodiak hashtags

Tips:

- Keep hashtags short
- Check hashtags for typos or spacing issues
- Use caps where necessary
- Be mindful of the order of hashtags

Types of content not to post:

- Political/Racial/Religious messages
- Overly vibrant or over the top content
- Sedentary lifestyle images/messages
- Unaffiliated brand content
- Inappropriate language, turns of phrase, or innuendos

Tone: The tone of content hosted on Kodiak Cakes' Instagram should be lighthearted, humorous, and approachable by the general public. There should be a mix of content that is expository, informative, or narrative — meaning that customers from all levels of the sales funnel can take interest in what is posted.

The Kodiak Cakes page is a place to celebrate the pillars of our brand: Rustic Style, Whole Grains, Adventurous Spirit — while interacting with the general public in an engaging way.

Style Brevity is key on Instagram. Our message should be delivered either in the least amount of words possible or the smoothest read possible. Average pause times per post on Instagram are less than 3 seconds so the style of posts should be quick, top-heavy, short form copy that moves the reader along.

IG Stories

See design guide

While the majority of what is hosted on Kodiak Cakes' Instagram Stories will be designed and edited by the Creative Team and mostly feature video and imagery often text may be laid over it or used as a tile.

In such cases:

- Content must still be reviewed for editing
- The text should not cover content unintentionally
- Brand/Copy guidelines must be maintained

Stories should primarily be used to promote ongoing posts, campaign content, or give a glimpse into behind the scenes or office life at Kodiak Cakes.

Responding: Here at Kodiak Cakes we have a position dedicated to responding to comments on Instagram in real or near real time. However, that's easier said than done and there are several factors to consider when deciding not only *IF* the brand should respond but *HOW* as well.

Firstly, is the decision whether or not to respond.

This is a simple list to aid in that decision-making process:

Do not to respond to:

- Political statements
- Ideological statements
- Statements clearly made in an argumentative tone
- Any content currently under review by our PR team or Legal Council

Additionally, do not respond to:

- Out of context comments
- Nonsensical comments
- General statements
- General praise of the brand
- Conservation questions

Be sure to respond to, or give preferential response treatment to:

- Consumers asking clear and direct product questions
- Consumers asking clear and direct purchasing questions
- Consumers asking clear and direct brand question
- Verified users interacting or engaging with us
- Sponsored users such as athletes, influencers, Bear Den Members
- Brand accounts we have partnered with in the past or hope to in the future
- Celebrities

Once you have vetted the initial comment, and if you have chosen to respond, it's essential you do so in a way that is not only a reflection of the company as a business but as a brand as well.

So, remember when responding be:

- Polite and cordial
- Positive in attitude and outlook

Priority number one is to answer whatever question has been raised

IF YOU DO NOT KNOW THE ANSWER CONSULT THE BRAND BOOK, WEBSITE OR REACH OUT TO
THE APPROPRIATE TEAM

****Do not guess or give fluff answers**

Once you ensure the question raised has been answered, or if ensure there's no initial ask, feel free to incorporate branding. This includes humor, product references, frontier language etc.

Remember: The key to a reputation of successful interaction on social media is abiding by the policy that just because you can respond doesn't mean you should.

IG Reels

TBD