**Summary of the Client** Mission

This font is Baskerville size 12. The header font is Helvetica Neue Thin size 14, without bold applied to it. When used in the header position, it has a bottom border applied to it. The color of the header font and bottom border are #F73103 or R242, G49, B3. These are the fonts and colors you should use. If you don’t use them you will not be following The Beautiful Social Style Guide and not following The Beautiful Social Style Guide is bad.

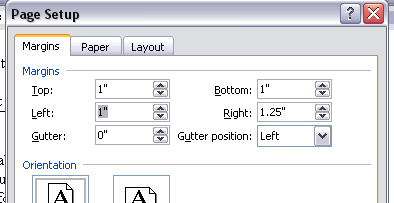
**Summary of Social Media Messaging & Storytelling**

Look above the heading Summary of Social Media Messaging & Storytelling. There is a single line space between the preceding paragraph and the new heading. Now look just below the heading Summary of Social Media Messaging & Storytelling. There is no space between it and the paragraph that starts with the word “Look.”

This is a new paragraph under the same heading. Notice that there is a space between it and the end of the preceding paragraph. Also notice that the paragraph is flush left. In other words, paragraphs are not indented at all. This creates a nice, clean, professional look. Emulate this look. The document is single space with no preformatted spacing before or after paragraphs.

**Summary of Client Social Media Use**

The margins are 1 inch all around. If you are not sure if your margins are correct and you are using a PC, go to File | Page Setup and make sure the left and right margins read 1” and not 1.25”, which is often the default margin width (Figure 1). On a Mac, go to Format | Document and change the margins that way.



The image to the left is 3 inches wide. If you have images that do not stretch all the way across the page, it should be 3 inches wide. It should then be floated left or right.

In the above paragraph, you will see the (Figure 1) label. Each image in your social media analysis should have a figure number associated with it. And the image itself should be labeled and given a title, as to the left. Notice that when (Figure #) comes at the end of a sentence, the period is after the ) and not before it. Full width images should be 6.5 inches wide and also include a figure number and title. All images should have a black border with a .5pt weight.

Figure 1. Page Setup Window Highlighting Margin tab

**Analysis of One Social Media Space**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum tincidunt luctus urna, sed tincidunt lacus mattis vestibulum. Donec sed quam dolor. Aenean feugiat arcu id enim blandit, ac egestas sem lobortis. Donec maximus sapien nulla, id gravida elit dignissim sed.

**Conclusions and Suggestions**

**Conclusions and Suggestions**

The header at the bottom of the previous page has a strike through it because it is an Orphaned Header. This means that the header appears at the bottom of the page, but the corresponding text appears on the following page. Do not use an Orphaned Header. If the header appears at the bottom, simply click return a few times to get to the next page.

Notice that the pages are numbered and the number is centered. Number and center your pages, using Baskerville font size 10.

**Works Cited List**

Please cite all work you have cited using MLA, APA, or Chicago style. Don’t just make up a citation style. Use parenthetical citations in the text.

The headers as written in this Style Guide are the exact ones you should use in your Final Social Media Analysis.

The title page text should be flush right and should read:

The Beautiful Social Research Collaborative

Social Media Analysis: [social media space analyzed], December 2016  
Prepared for [add client name]

By [add all members of the team]

You may replace the large B:Social Logo with a VERTICAL still image from one of your outings or of your team working.

Do not create the document in GoogleDrive. The formatting is too clunky. Create it in Word or In-Design. Then save as a PDF with the following file format:

yourteamname-social-media-analysis-bsocialf16.pdf

Email the PDF document to beautifulsocial@gmail.com