



Free Social Media Guide

Description

Promoting rebrands should not be overlooked, as it helps you to communicate the changes made to your brand position and identity and avoid any confusion amongst your audiences. Social media is one of the easiest and fastest methods to communicate your organisation's rebrand.

Firstly, it helps increase your target audience's awareness of the rebrand. By sharing updates and information about the rebrand on social media, you can reach a wide and diverse audience quickly and effectively.

Secondly, promoting your rebrand on social media helps to build trust and engagement with your audience. By providing regular updates and engaging with your followers on social media, you can create a sense of transparency and openness that can foster trust and loyalty among your audience.

Finally, promoting your rebrand on social media can boost the value of your new brand. By sharing updates and information about your rebrand, you can create a buzz and excitement around your new brand identity and position, which can help to build interest and engagement with your audience.

Overall, promoting your rebrand on social media is a valuable and effective way to communicate the

changes to your brand position and identity and avoid confusion among your audiences. Using social media to share updates and engage with your audience, you can increase awareness, trust, and interaction with your audience and give your new brand a strong and positive start.

Use this free social media guide and template to help you prepare your brand rollout post.



How to Use?

Step 1: To prepare, download our rebrand on social media guide.

Step 2: Use the social media caption template to prepare your brand rollout post.