

THE OLD MUTT HUT

STYLE GUIDE WITH POLICIES AND PROCEDURES

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SOCIAL MEDIA

Microsoft Copilot prompt: “create a style template including purpose, audience, voice, tone, content guidelines, platform best practices, engagement, interaction, visual/multimedia standards, consistency, branding for the old mutt hut’s social media posts”

PURPOSE AND AUDIENCE

The purpose of The Old Mutt Hut’s (TOMH) social media communications is to promote awareness, gain support, and to educate the audience about the nonprofit. Audience analysis shows the target group for social media posts consists of middle-to-upper class individuals aged 30-60 who care for the welfare of elderly animals and have a strong sense of community. Supporters include donors, volunteers, and advocates for the care of elderly dogs. Many followers are individuals who are unlikely to directly support TOMH but still enjoy posts about the care of animals.

VOICE AND TONE

The voice should be compassionate, informative, and optimistic while instilling trustworthiness in TOMH’s capability to care for the animals. The tone should be warm, personable, and friendly with a focus on a middle-aged or senior audience. Avoid engaging in controversial topics and the use of confusing jargon in all communications.

CONTENT GUIDELINES

Content should consist of storytelling, educational, and call-to-action posts. Follow-on posts such as updates and success stories are encouraged. Captions should speak directly to the audience by using “you” and “your.” Use of emojis or text editing (e.g. *italics* or **bold**) is encouraged to emphasize key points. Photos should have minimal edits to highlight the authenticity of the posts. Photos should not be posted without captioning. Group similar photos into one post/story instead of posting them individually.

PLATFORM-SPECIFIC BEST PRACTICES

Facebook posts should have compelling headlines that are emotionally engaging. The focus of Facebook posts should be on storytelling to create emotional connections. Use of emojis is encouraged where appropriate. Call-to-action posts should be shared in local community groups. Posts about events should have their own pages. Videos can be longer in length and do not need to be edited very much. Posts should include links to relevant outside content such as adoption pages, donation platforms, or dog/volunteer bio pages hosted on the website.

Posts on Instagram should focus on videos and high-quality, authentic photographs. Hashtags are an important part of engagement on Instagram and should be brand appropriate. Reels of photos and videos can show before and after transformations of the animals or adoption moments. Geotag to target local adopters and tag supportive individuals or organizations in the posts. Videos should be shorter in length, preferably under 20 seconds.

ENGAGEMENT AND INTERACTION

Engagement can be increased by posting interactive questions, calls-to-action, and community spotlights (e.g. contributions by specific donors or volunteers). Followers of the page could be encouraged to add their own content, such as pictures and stories of their senior dogs, in the comments sections. Replies to messages and select comments should be made within 24 hours to build trust and responsiveness.

VISUAL AND MULTIMEDIA STANDARDS

Use warm earthy tones to evoke comfort and care. Stick with these colors for graphics, backgrounds, overlays, and highlights to maintain consistency.

Primary:

Warm brown (#8C5A2B)



Soft orange (#FFB84D)



Muted green (#A5B592)



Accent:

Cream (#FFF8E1)



Light gray (#D3D3D3).



Logo: Incorporate The Old Mutt Hut logo into pictures and videos, positioned in the upper left corner.



Font: Use standard fonts for social media posts.

Videos: Instagram reels should be kept between 15-30 seconds in length. Facebook videos can be between 1-2 minutes in length.

Accessibility: Add alt text to images for visually impaired users. Use subtitles for videos. Use light text on dark backgrounds and vice versa to ensure contrast.

CONSISTENCY AND BRANDING

Posts should reflect the core missions of TOMH: advocating for senior dog rescue, inspiring action to adopt, and encouraging support of the dog's care through donations and volunteer efforts. Use taglines and calls-to-action where appropriate. Hashtags are encouraged where appropriate but keep them to a minimum to avoid bloat.

Suggested hashtags: #theoldmutthut, #seniordogrescue, #dogadoption

TEMPLATE



Template_Social
Media Flier_Pangoli

WEBSITE

Microsoft Copilot prompt: “create a style template including purpose, audience, voice, tone, content guidelines, platform best practices, engagement, interaction, visual/multimedia standards, consistency, branding for the old mutt hut’s social website”

PURPOSE AND AUDIENCE

The Old Mutt Hut’s website’s purpose is to promote awareness, gain support, and educate the audience about the nonprofit. The website will differ from social media platforms as it is a more permanent home for information about TOMH. The website will feature permanent bios about the caretakers, volunteers, and the animals.

Audience analysis shows the target group for the website consists of middle-to-upper class individuals aged 30-60 who care for the welfare of elderly animals and have a strong sense of community. Supporters include donors, volunteers, and advocates for the care of elderly dogs. Many visitors to the site are individuals who are unlikely to directly support TOMH but still enjoy learning about the care of elderly dogs.

VOICE AND TONE

The voice should be compassionate, informative, and optimistic while instilling trustworthiness in TOMH’s capability to care for the animals. The tone should be warm, personable, and friendly with a focus on a middle-aged or senior audience. Avoid engaging in controversial topics and the use of confusing jargon in all communications.

CONTENT GUIDELINES

Website content should consist of stories, educational posts, and biographies. Follow-on posts such as updates and success stories are encouraged. Captions should speak directly to the audience by using “you” and “your.” Use text editing (e.g. *italics* or **bold**) is encouraged to emphasize key points. Photos should have minimal edits to highlight the authenticity of the posts. Photos should be grouped into albums if not accompanied by a story.

PLATFORM-SPECIFIC BEST PRACTICES

The homepage should be kept simple with a clear mission statement as well as a feature photo. Links to the contact and support pages, as well as links to social media will be included. Biographies, stories, education, adoptions, and donations pages should be featured prominently. Contact and support page should not disclose location information as per the caretakers’ request.

Biographies will showcase the animals at the Mutt Hut, as well as the caretakers and volunteers. The stories should cover events, fundraising, and needs/wants for the ranch. The education section should feature veterinary procedures and tips for the care of senior dogs. All pages should be mobile-friendly.

ENGAGEMENT AND INTERACTION

Engagement is limited to requests for information, adoption inquiries, and donations. There will be no comment sections, as that will be covered by the social media outlets. Replies to messages and inquiries should be made within 24 hours to build trust and responsiveness.

VISUAL AND MULTIMEDIA STANDARDS

Use warm earthy tones to evoke comfort and care. Stick with these colors for graphics, overlays and highlights to maintain consistency.

Primary:

Warm brown (#8C5A2B)



Soft orange (#FFB84D)



Muted green (#A5B592)

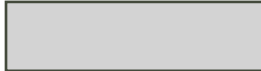


Accent:

Cream (#FFF8E1)



Light gray (#D3D3D3).



Logo: Incorporate The Old Mutt Hut logo into pictures and videos, positioned in the upper left corner.



Font: Use Arial for headers and text for easy reading.

Accessibility: Add alt text to images for visually impaired users. Use subtitles for videos. Use light text on dark backgrounds and vice versa to ensure contrast.

CONSISTENCY AND BRANDING

Content should reflect the core missions of TOMH: advocating for senior dog rescue, inspiring action to adopt, and encouraging support of the dog's care through donations and volunteer efforts. Use taglines and calls-to-action where appropriate.

TEMPLATE



Template_Website
Bio_Pangolin.dotx

POLICIES AND PROCEDURES

Currently, The Old Mutt Hut has thousands of photos, hundreds of posts, and dozens of videos posted online – and that’s just Facebook! This huge online presence is crucial to TOMH’s ability to exist through donations, volunteering, and awareness. The thousands of files needed to create these postings can get disorganized and difficult to manage very quickly unless a system exists to manage those files. This portion of the document covers the policies and procedures that will be used to manage The Old Mutt Hut’s social media postings and website. The policies in this section will not be seen by visitors to TOMH’s social media or website but exist to make the content poster’s life easier.

Backend content management is certainly not fun to most people, but it is crucial to support the large collection of files and content that The Old Mutt Hut currently has. It is even more important considering the amount of content will vastly increase if TOMH expands as planned to a second, or even third, physical location. While the new sites may share pieces of content, it is likely that the content will at least double. The amount of content contributors is also likely to increase, which is why it is imperative that there are common policies and procedures for the backend content. Everyone needs to know how to find the content they are looking for and how to make it easier for other managers to access their content.

The policies and procedures put into place are separated into six areas of focus. Workflow process displays the “lifecycle” of content from ideation to deletion. Folder and file organization provides digital blueprints for the architecture of file storage. File naming is an important piece of file organization and is deserving of its own separate section. Web content archiving is the process that is followed when a piece of media is created on a third-party site that needs to be saved in case the account is lost. Tagging and taxonomy covers the system in place to locate information inside TOMH’s website and social media platforms. The structured authoring section shows how to utilize pieces of reusable content.

WORKFLOW PROCESS

The workflow process is a guideline for the “life” of a piece of content. The Old Mutt Hut’s workflow takes the personnel limitation into consideration and is a linear approach that omits the outside review process. File deletion after a period of time is a consideration for limited file storage but can be ignored if storage is not a concern. Follow this process for the content lifecycle:



- 1) Create folder for content using naming conventions.
- 2) Copy appropriate template into folder and rename.
- 3) Insert art or photo into template.
- 4) Review file using this style guide.
- 5) Upload content to social media/website.
- 6) Copy completed content to archival folder.
 - a. Delete working copy (if needed for drive space).

FOLDER AND FILE ORGANIZATION

Folders will be created in a logical manner that allows users to quickly find what they are looking for. Content creators will create a project folder under Working Copies, then copy a template from the Templates folder. Once the content is finished and posted, the files are copied over to the Archive folder. The creator can then delete the working copy if they want to keep the clutter down and save drive space. The images folder will contain folders for each year. The Year folders will have subfolders for each month because The Old Mutt Hut produces so many images. Web Content Archiving has subfolders that reflect the source of the content. Folders created in the future should follow this same structure.

- I. Templates**
 - a. Website
 - b. Social Media
- II. Working Copies**
 - a. Subfolder
- III. Archive**
 - a. Website
 - b. Social Media
- IV. Images**
 - a. Year
 - i. Month
- V. Content Inventory**
- VI. Web Content Archiving**
 - a. Site [Canva, Adobe, etc.]

FILE NAMING

File naming conventions should be clear and consistent. Underscores are used to separate different portions of the file name to create clear delineation between categories. Dates are one of the best ways to sort through large batches of files, so dates are included in the file names of Working Copies, Archive, and Image files. Templates have version numbers attached so that previous adaptations of files can be easily referenced. Working copies have a “draft” suffix that is changed to “final” once they are ready to post. Dates on working copies show when the project was started. The dates on Archival files reflect when the project was posted.

- **Templates:** template_[project type]_[medium]_v[x]
 - e.g. template_flier_social media_v4
- **Working Copies:** [YYYYMMDD]_[project type]_[draft or final]
 - e.g. 20240503_fundraising flier_draft
- **Archive:** [YYYYMMDD]_[project type]_final
 - e.g. 20250110_fundraising flier_final
- **Images:** [YYYYMMDD]_[image description]_[location]
 - e.g. 20221109_dogs playing_TOMH house
- **Web Content Archives:** [source of content]_[description]_[YYYYMMDD]
 - e.g. canva_border frame_20250503

WEB CONTENT ARCHIVING

Content created on third party software such as Canva, Adobe, etc. should be backed up on a regular basis. This is due to the possibility of account deletion or platform instability. Online content will be placed in a subfolder under the Web Content Archives folder. Content will be tracked in the [web_content_archive.xlsx](#) worksheet located in the Web Content Archives folder.

TAGGING AND TAXONOMY

Content should be tagged to provide Search Engine Optimization and increase visibility inside social media.

Suggested hashtags: #theoldmutthut, #seniordogrescue, #dogadoption

- **#theoldmutthut** links all content created by The Old Mutt Hut.
- **#seniordogrescue** expands the searchability of TOMH to other sites or parties interested in elderly dog rescue.
- **#dogadoption** is the tag with the largest reach and the least amount of focus.

Increase taxonomy through use of common words inside posts. The more these words are used, the greater the impact on search engines. Use of hashtags is a good way to increase taxonomy, but hashtag bloat can become a problem when using too many. Therefore, try to get as many words related to TOMH and its priorities inside the text of the post itself. Some suggestions for words to target for taxonomy are:

- **Animal welfare:** sanctuary, rescue, adoption, care
- **Terms for dogs:** senior dogs, aging pets, shelter dogs
- **Health and well-being:** veterinary care, hospice care, pain management
- **Community/support:** volunteers, donations, nonprofit organization, advocates
- **Environment:** rural sanctuary, ranch, open space, comfort

STRUCTURED AUTHORING

Structured authoring separates content and form taken from XML coding architecture. Reuse of content, structure enforcement, better collaboration between multiple authors, and multi-format outputs are some of the benefits of structured authoring. Here are some of the structured authoring rules that are to be used:

For Website Biographies:

- The Old Mutt Hut's logo will be featured in the top left corner.
- The headline will be centered underneath the logo.
- The picture will be placed on the left side.
- The three sections spaced evenly apart underneath the bio are: About, Favorite Things, and Adoption Information.
 - These sections should contain three pieces of information each.
- The Support Us section will be at the bottom of the page separated by a line.

For Fliers on Social Media:

- The Old Mutt Hut's logo will be featured in the top left corner.
- The headline will be off-center left underneath the logo.
- The picture will be placed on the left side.

- Events is below the headline.
 - Include three-to-five pieces of information about the event.
- Information about the venue, date, etc. will be centered beneath the Events section.

CONCLUSION

Following these policies and procedures will help you greatly in your content creation process. It is important to maintain consistency throughout all your projects starting by following the workflow process. Backing up your photos, templates, web-based creations, and all other content will help you when creating new websites and social media when the new dog sanctuaries open. File organization and naming is key to being able to find the specific files you are seeking in an efficient manner. Increase your visibility and search engine optimization through tagging and taxonomy.

This system may seem like a lot of work, but it pays off in the end. Following these policies and procedures ensures that your content will be published with ease and remain accessible in case something happens to the content stored online. As you expand you will find that these policies and procedures will assist you greatly in bringing new content creators up to speed and ensure that they maintain the highest quality of content. Keep in mind that these policies and procedures can be changed as your organization grows – flexibility is key!

