

9

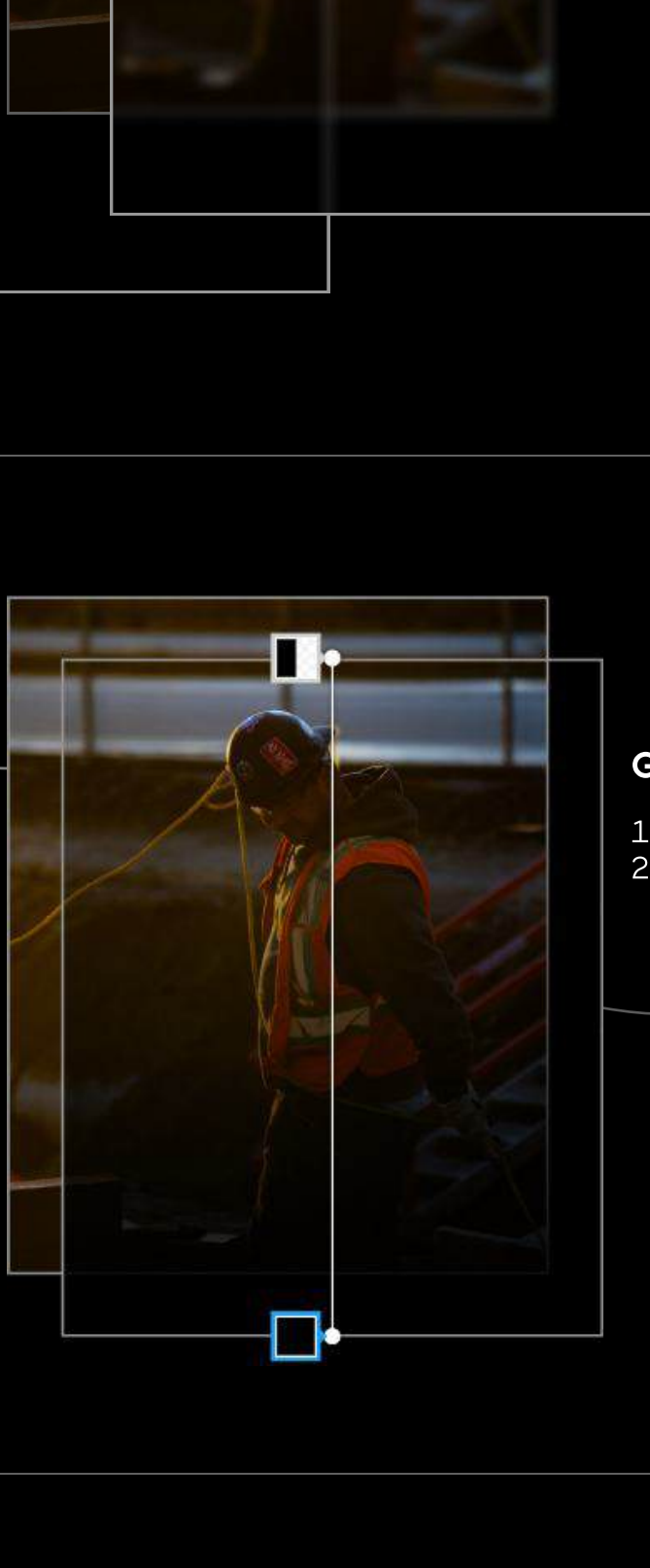
BEST PRACTICES FOR CREATING POSTS

- Always include a clear CTA ("Read more on our site" / "Apply now")
- Choose real, high-quality visuals
- Avoid corporate jargon
- Keep captions concise but meaningful

PHOTO

PHOTO

Hight quality photo



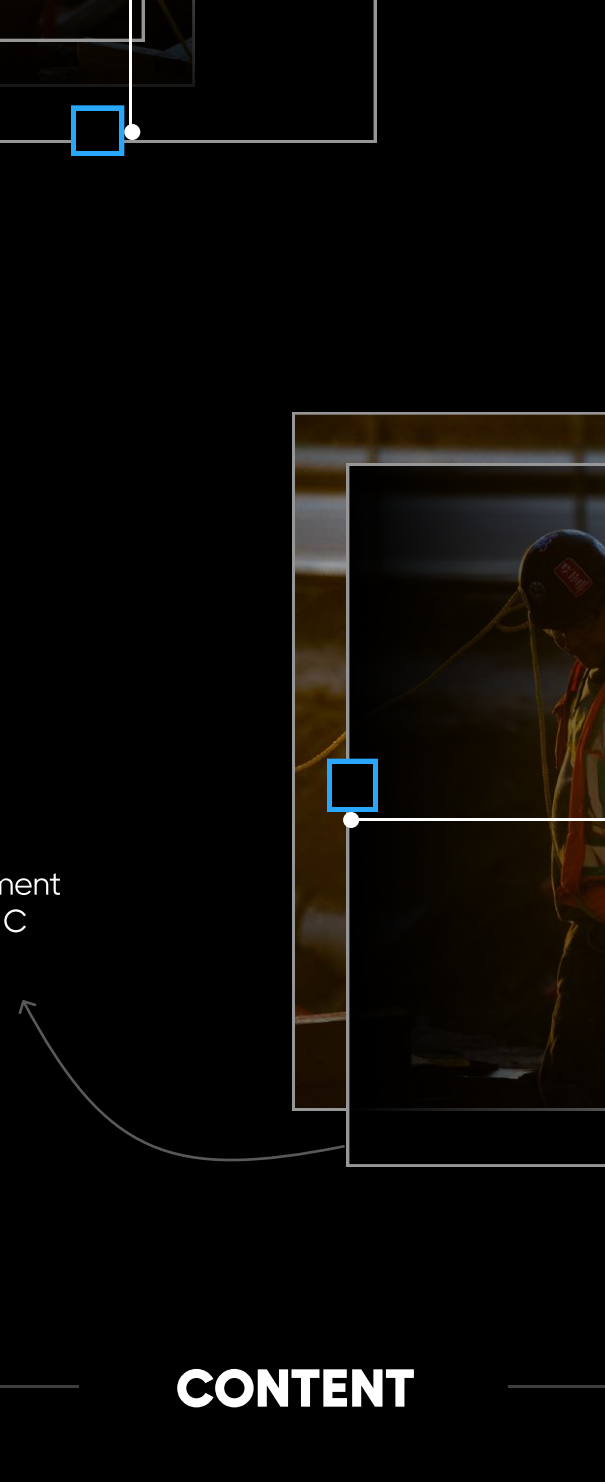
BLUR
Whole image
Intensity: 35

IF THE PHOTO IS TOO LIGHT

Add black element with Opacity: 20%

PHOTO

Hight quality photo

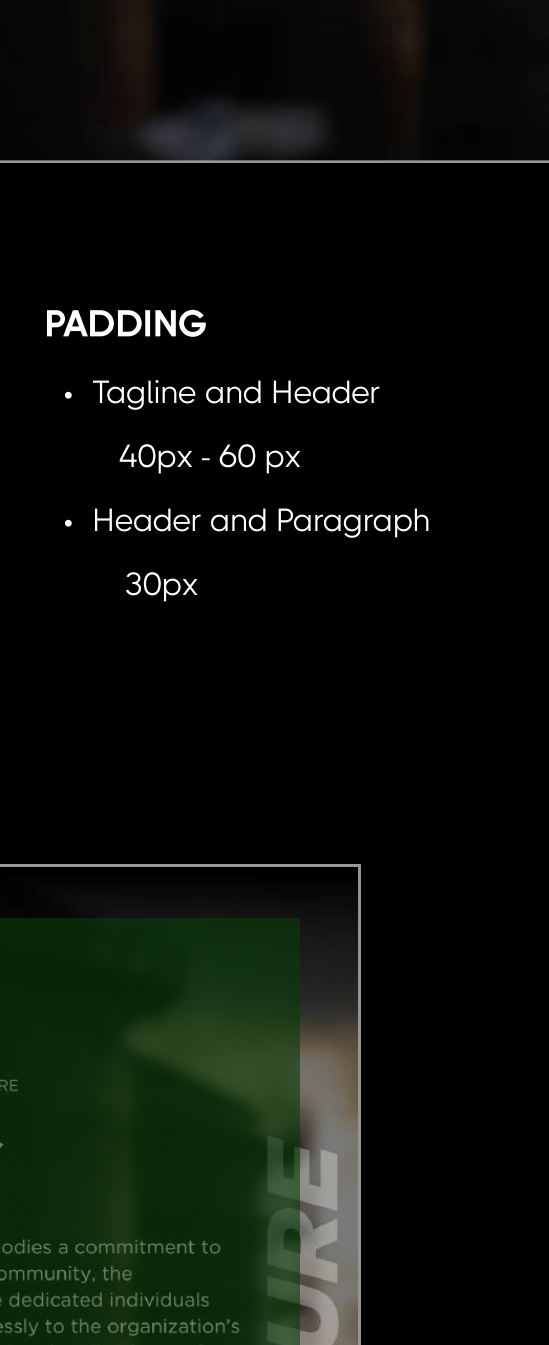


GRADIENT
1 stop: #000 opacity 100%
2 stop: #000 opacity 0%

CONTENT

TYPOGRAPHY (CANVA EDITOR)

- Tagline:
Gotham Regular 20px, CAPSLOCK, white
- Header
Gotham Black 60px, CAPSLOCK, white + corporate color (#E64B22)
- Paragraph
Gotham Regular 25px, white

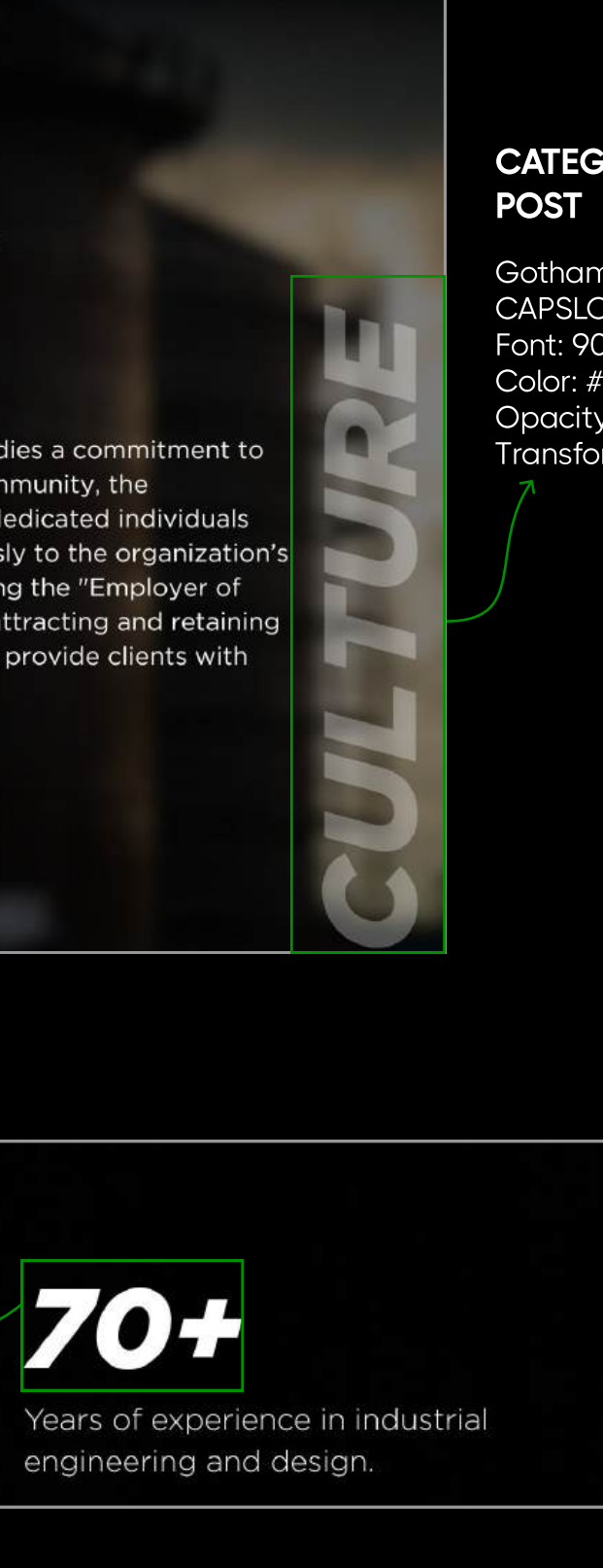


WORK SPACE (CANVA EDITOR)

WEIGHT: 864PX

HEIGHT: 1.134PX

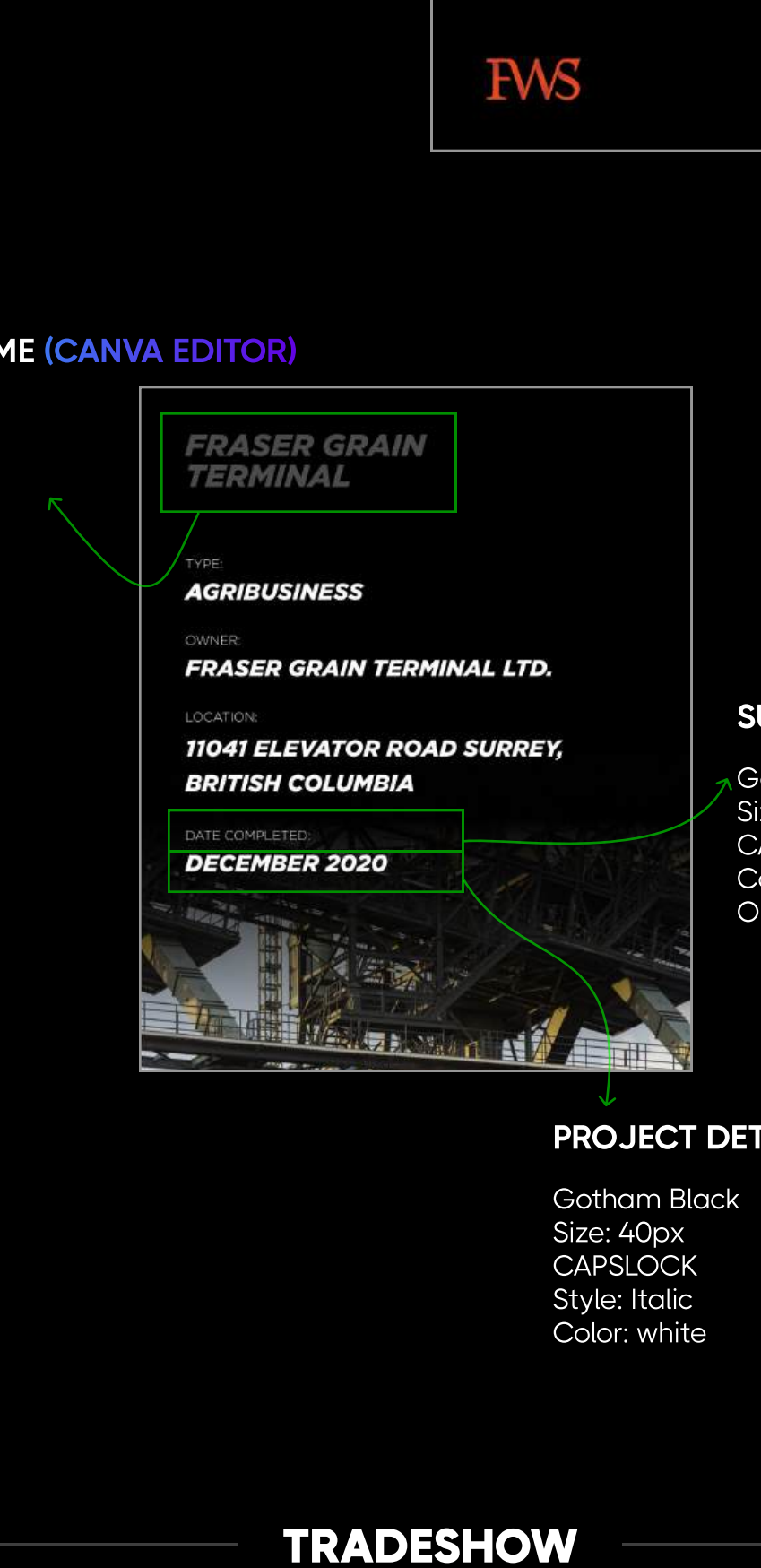
these are shown automatically in the canvases



ELEMENTS

LOGO

Weight: 255px
Height: 111px



CATEGORY POST

Gotham Black
CAPSLOCK
Font: 90 - 130px
Color: #fff
Opacity: 30%
Transform: 90

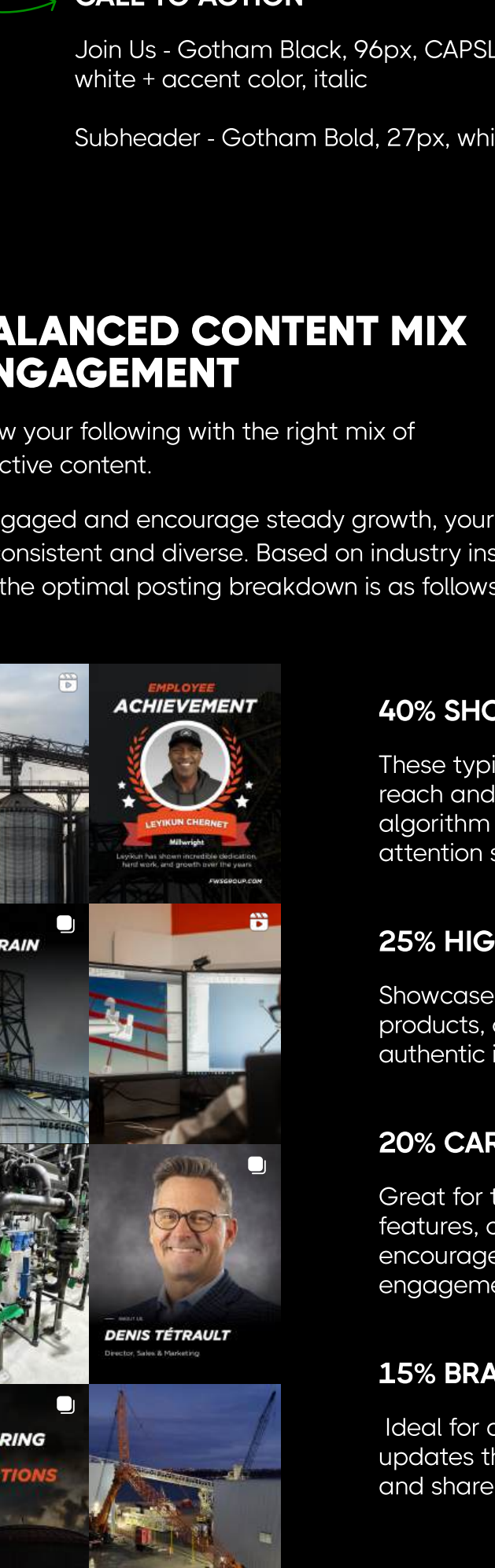
NUMBERS

Gotham Black
Size: 150px
Style: Italic



PROJECT NAME (CANVA EDITOR)

Gotham Bold
Size: 50px
Opacity: 30%
CAPSLOCK

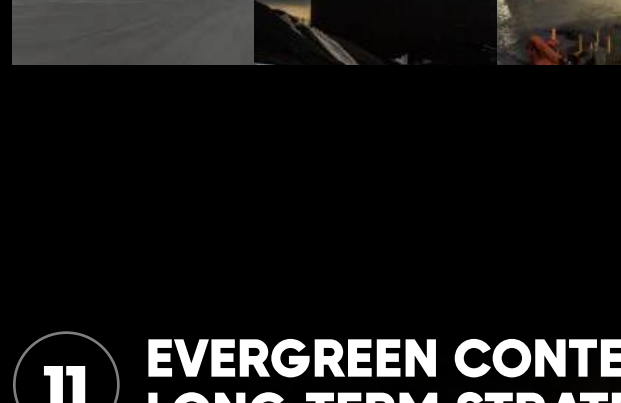


LOGO + WEBSITE

Place it at the bottom of the desktop. Logo on the left, website name on the right.

Logo size - w:194, h:85

Website - Gotham Regular, 25 px, italic



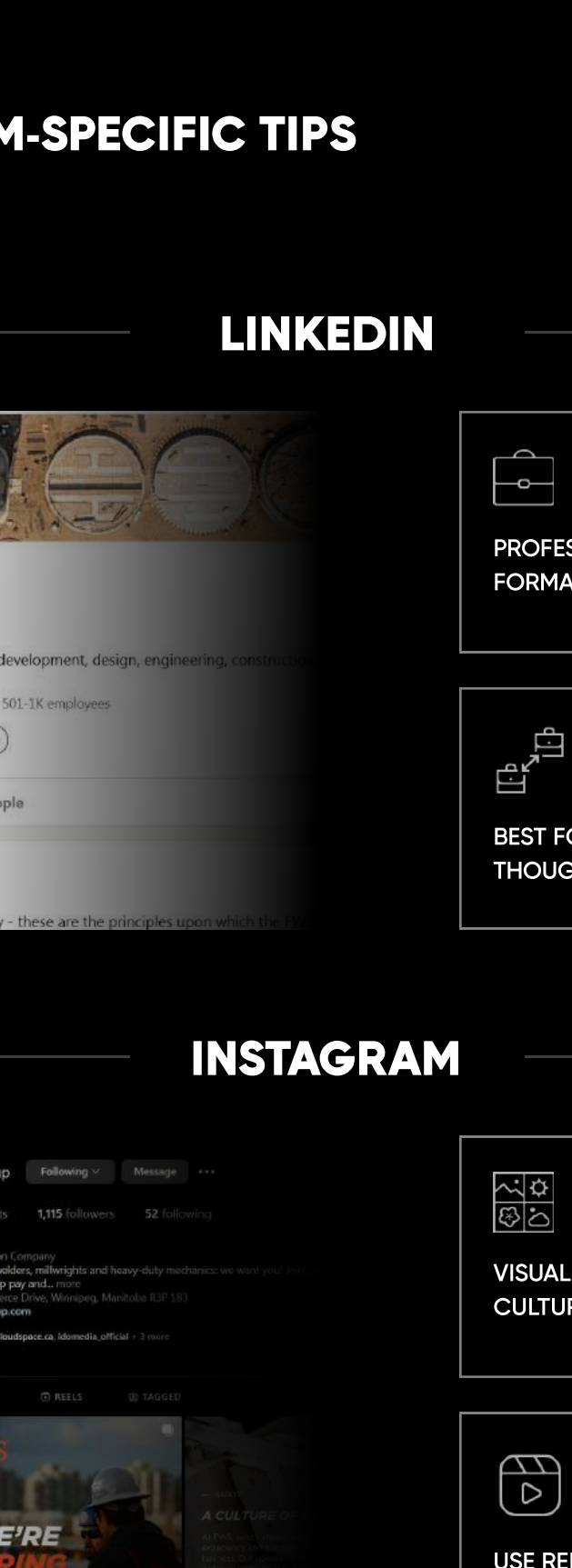
BUTTON

Width: 1370
Height: 98
Text - Gotham Bold, CAPSLOCK, 21px, Italic



PROJECT NAME (CANVA EDITOR)

Gotham Bold
Size: 50px
Opacity: 30%
CAPSLOCK



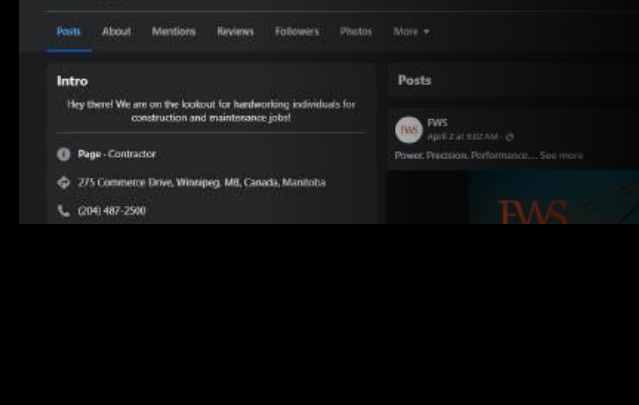
SUBHEADER

Gotham Light
Size: 25px
CAPSLOCK
Color: white
Opacity: 60%

PROJECT DETAILS

Gotham Black
Size: 40px
CAPSLOCK
Style: Italic
Color: white

TRADESHOW



COMPANY LOGO

Right position
Same logo size as FWS

TRADESHOW LOGO

Place the logo across the entire width of the work area. The best position is in the center, but if the logo covers a large part of the background image, it is better to place it closer to the call to action.

CALL TO ACTION

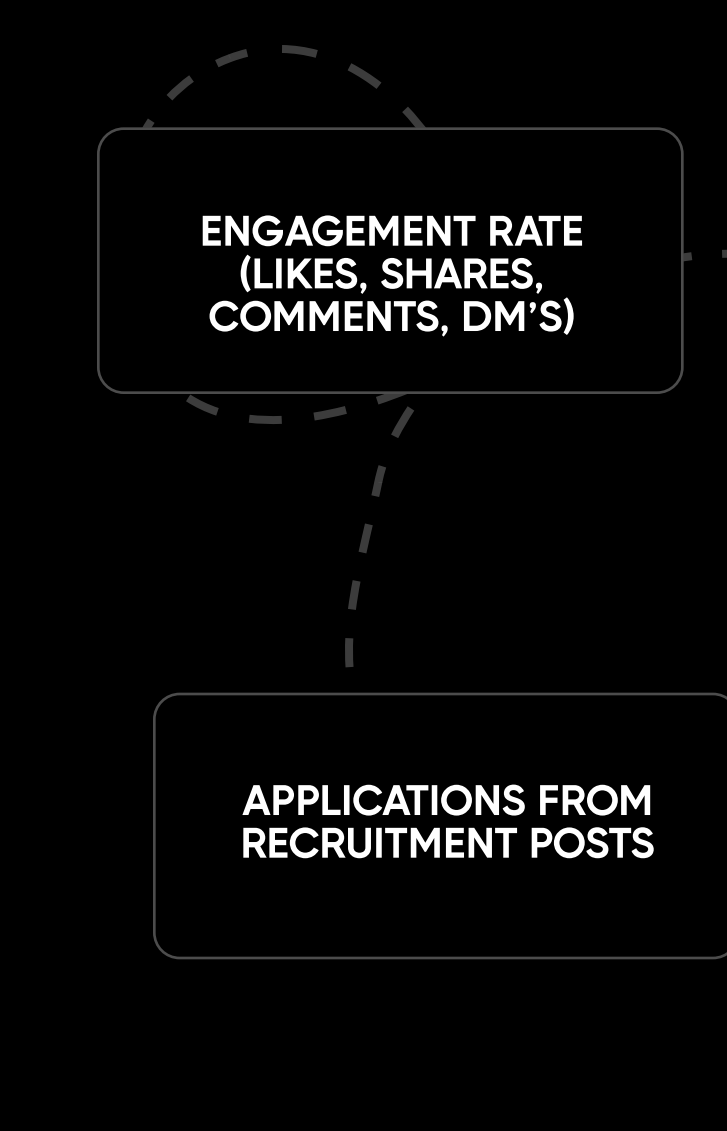
Join Us - Gotham Black, 96px, CAPSLOCK, white + accent color, italic

Subheader - Gotham Bold, 27px, white, italic

10 WHY A BALANCED CONTENT MIX DRIVES ENGAGEMENT

Boost your reach and grow your following with the right mix of visuals, videos, and interactive content.

To keep your audience engaged and encourage steady growth, your content strategy should be both consistent and diverse. Based on industry insights and social media trends, the optimal posting breakdown is as follows:



40% SHORT VIDEOS

These typically gain the most reach and engagement due to algorithm preferences and users' attention spans.

25% HIGH-QUALITY PHOTOS

Showcase your brand personality, products, or team with polished, authentic imagery.

20% CAROUSELS

Great for tutorials, product features, or storytelling that encourages swiping and longer engagement.

15% BRANDED GRAPHICS

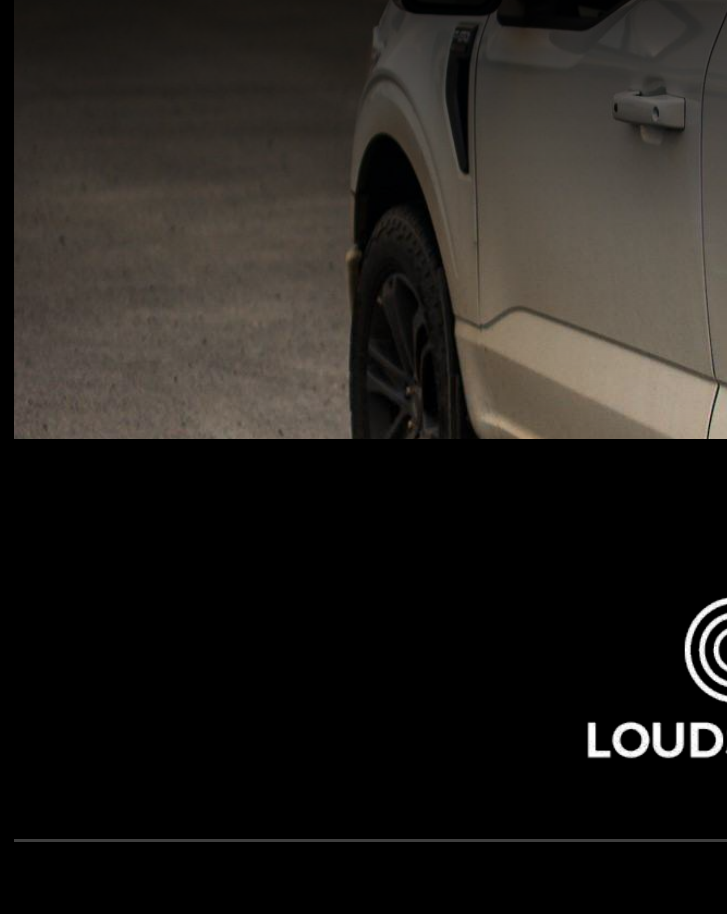
Ideal for quick tips, statistics, or updates that are easy to digest and share.

11 EVERGREEN CONTENT IS THE LONG-TERM STRATEGY

- 1 Posts about projects, people, and process remain relevant
- 2 Better for retargeting, ads, and recruitment later
- 3 Builds a library of assets aligned with our tone and objectives

12 PLATFORM-SPECIFIC TIPS

LINKEDIN



PROFESSIONAL TONE AND FORMATTING

BEST FOR B2B, RECRUITING, THOUGHT LEADERSHIP

INSTAGRAM

VISUAL STORYTELLING, CULTURE, BEHIND-THE-SCENES

USE REELS, STORIES, AND CAROUSEL POSTS

FACEBOOK

GOOD FOR COMMUNITY ENGAGEMENT AND JOB POSTS

SHARE MILESTONES, ARTICLES, AND TEAM EVENTS

13 INTERNAL GUIDELINES FOR EMPLOYEES

- 1 No separate personal accounts branded as FWS
- 2 All branded accounts must be accessible to HR/Marketing
- 3 Content should be submitted to Marketing for posting
- 4 Avoid over-sharing company content without context

14 MEASUREMENT & PERFORMANCE

KEY KPIS:

ANALYTICS FROM THESE METRICS WILL GUIDE FUTURE OPTIMIZATION.

15 POST WITH PURPOSE: THE FWS APPROACH

This strategy isn't about checking boxes or keeping up with what everyone else is doing online. At FWS, we believe social media is a powerful storytelling tool—not a performative calendar of trends or expected moments.

It's not about waiting for Safety Week to talk about safety, or Women in Construction Week to celebrate the contributions of our team. It's about showing the world who we are all the time—what we value, how we work, and the real people behind the builds.

Our job isn't to entertain. It's to earn trust, share insights, and reflect the care, expertise, and leadership that define the FWS brand.

When done right, our social media presence isn't a highlight reel—it's a window into our world. Authentic. Strategic. Relentlessly focused on building beyond.

LOUDSPACE