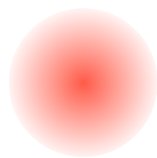


SUMMER EDITION · 2026

Positive Summer Guide

Make the most of what you already own.



Summer doesn't have to mean going quiet.

A short, practical guide from the three brands behind
Positive — read it before things pick back up in Q4.

Your best marketing assets are the ones you already have.

Positive is the group behind three complementary marketing tools trusted by thousands of companies across Europe: **Signitic** (email signature management), **Iconosquare** (social media management) and **User** (marketing automation & customer engagement).

While each brand covers a different part of the marketing stack, we share one belief: some of the most valuable marketing assets a company owns are the ones it already has — its social following, its newsletter subscribers, and even the email signatures of its own employees.

A social following you've spent months building. A newsletter list that actually opens your emails. An inbox full of employees sending hundreds of messages a day on your behalf. None of that disappears over summer — it just goes quiet, waiting for someone to use it.



Email signature management
— every message a
team surface.



Social media management —
plan, schedule and measure.



Marketing automation &
customer engagement.

This guide is a joint effort. The through-line is the same across every chapter — **your owned media is worth more than you think** — but each brand tells it their own way. Inside: tips, tools, and a small gift from each of us.

Your email signature is already working for you

Every day, your team sends dozens of emails that nobody thinks of as marketing — but each one carries your logo and links straight into someone's inbox. Summer makes that easy to notice: for a few weeks, your out-of-office reply actually gets read. It's a small, low-effort spot to add personality before you disappear on holiday.



A FEW QUICK WINS

- Point to one resource instead of just saying you're away
- Add a personal touch — a photo, a summer read, anything not corporate
- Use HTML format (not an image), so it renders properly everywhere
- Tease what's coming in September
- Keep it to four lines max, so people actually read it
- Vary the CTA by team — sales, marketing and support each have a different ask

See it for yourself

Build your own signature, free, in under two minutes — no sign-up required.

[Free signature generator →](#)

OUR GIFT TO YOU

20 free summer signature banners. Drop one in and you're done.

[Get the summer banners →](#)

Staying present on social without being online 24/7

Disconnect your brain, not your social networks. Summer's calling — and your content can still show up, even if you're offline. Before you log off, a little prep goes a long way.

- 1 Start with a realistic content plan.** Audit your usual posting volume and decide what can be paused. A light "vacation schedule" beats keeping everything at 100%.
- 2 Batch and schedule everything you can.** Batch-create posts for the full period you're away and use a scheduler like Iconosquare to plan posts and stories in advance.
- 3 Set boundaries with clients & your team.** Share your OOO dates and what's still covered — a doc with ongoing campaigns, FAQs and escalation contacts. (Yes, this belongs in your email signature too.)
- 4 Tidy your notifications.** Turn off the noise, keep only true emergencies, and set one small daily check-in window if you really need it.
- 5 When you're back, debrief like a pro.** Review how scheduled content performed, spot your top posts and any dips, and note what worked for next time.

Bonus

Which Social Media Manager are you? **Turn the page** for the full quiz — pick your answers, count your shapes, find out who you are.

OUR GIFT TO YOU

Running a summer contest? Our **free Instagram Giveaway Picker** handles winner selection for you.

[Try the giveaway picker →](#)

Which social media manager are you?

Pick the answer that feels most like you. Each answer has a shape — at the end, count your shapes. The one you chose most is your SMM type.

▲ Triangle ● Circle ■ Square ★ Star

1 · You just published a post. What do you do first?

- ▲ Open analytics and start watching reach, clicks and saves.
- Check comments and replies to see how people react.
- Update the content calendar and move to the next task.
- ★ See whether this format could become a repeatable idea.

2 · Your favorite part of the job is...

- ▲ Spotting patterns in performance and proving what worked.
- Building relationships in comments, DMs and mentions.
- Organizing campaigns, approvals and deadlines like a pro.
- ★ Catching trends early and turning them into brand content.

3 · A stakeholder sends a last-minute request. You...

- ▲ Ask what the goal is and whether the data supports it now.
- Think about audience reaction and how to phrase it well.
- Check approvals, timing, assets and workflow before saying yes.
- ★ Wonder whether there's a faster, more creative angle for it.

4 · Your biggest work flex is...

- ▲ Turning numbers into clear recommendations.
- Keeping engagement high without sounding robotic.
- Managing multiple accounts without dropping the ball.
- ★ Always having fresh ideas before the brainstorm starts.

5 · If your dashboard had one pinned section, it would be...

-  Performance trends and benchmarks.
-  Inbox, comments and brand conversations.
-  Publishing calendar and team workflow.
-  Listening feeds, competitors and trending opportunities.

6 · Your team turns to you when they need...

-  A clear read on what the numbers are saying.
-  The right response for a comment, DM or community issue.
-  A plan, a process and the next step mapped out.
-  A fresh content angle that doesn't feel tired.

7 · At the end of the month, success looks like...

-  A report full of insights, wins and next-step recos.
-  A stronger relationship with the audience and a busy comment section.
-  Everything published on time and every stakeholder aligned.
-  A content calendar full of smart ideas and trend-led wins.

Now count your shapes.

The shape you picked most is your type. Turn the page to find out who you are →



So, what are you?

The Analytics Addict

MOSTLY TRIANGLES

You love proof, patterns and performance. You want the numbers behind every decision — and you probably trust a benchmark more than a vibe.

You care about: reporting, trends, optimization, ROI.

Toolkit: analytics, dashboards, benchmarks, exportable reports.

The Community Hero

MOSTLY CIRCLES

You know social is about people, not just posts. You're at your best in the comments, inbox and mentions, turning engagement into real brand connection.

You care about: conversations, tone of voice, responsiveness, loyalty.

Toolkit: engagement workflows, unified conversations, monitoring.

The Workflow Wizard

MOSTLY SQUARES

You bring order to content chaos. You're the reason posts go out on time, approvals happen, and no one forgets the campaign brief.

You care about: planning, collaboration, systems, consistency.

Toolkit: scheduling, approvals, multi-profile management, reporting cadence.

The Trend Hunter

MOSTLY STARS

You always know what's happening first. You spot the pattern, catch the meme and find the angle before everyone else jumps in.

You care about: trends, creativity, timing, competitive awareness.

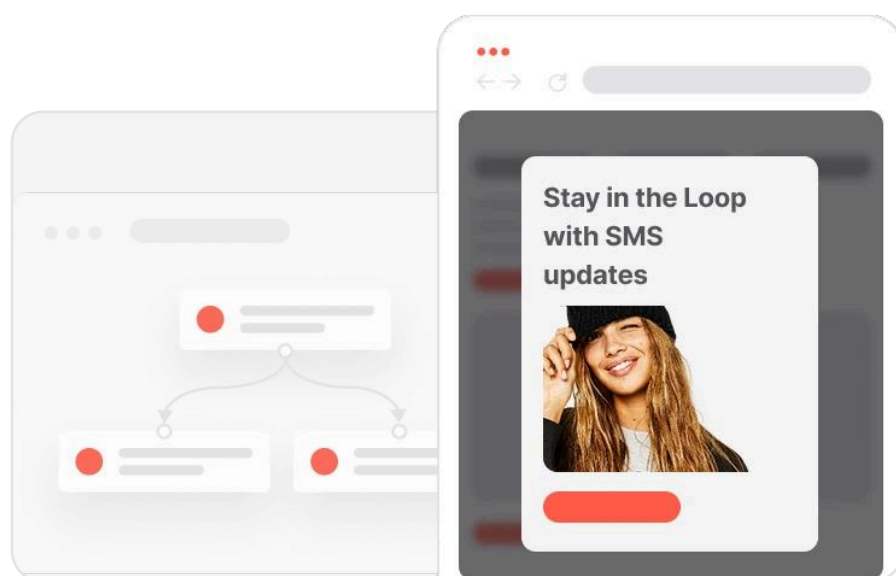
Toolkit: monitoring, listening, competitor tracking, content ideation.

Keeping the relationship alive while you're away

Your customers don't stop needing you just because you're on the beach. The mistake isn't slowing down over summer — it's going quiet altogether while your competitors keep showing up. A few ways to keep things running while you're mostly not:

- **Automate the thread.** Turn one-off campaigns into always-on workflows — welcome sequences, nurture emails, cart reminders, re-engagement — so they keep working whether you're at your desk or not.
- **Use the lull to clean your database.** Spot duplicates, fill in missing info and clear out inactive contacts, so your fall campaigns start on stronger footing.
- **Adjust pace and tone to summer.** A lighter send frequency and a warmer, more seasonal voice tend to perform better than business-as-usual.
- **Sketch your editorial calendar ahead.** Summer sales, back-to-school, early fall events — plan around them now so everything's scheduled before you go quiet.
- **Check in on your CRM pipeline.** A slower moment is a good time to review what happened to summer leads with sales, before diving into the next campaign.

Uma, User's built-in AI agent, can help with several of these — from segmenting contacts to spotting stalled deals — just by asking in plain language. Instead of digging through filters and reports, you describe what you're looking for and Uma pulls it up. It won't run your summer for you, but it can make the boring parts a lot faster.



OUR GIFT TO YOU

Our "**Re-engage sleeping customers**" workflow is ready to launch in minutes — so your database stays warm even while you're the one who's gone quiet.

[Get the workflow →](#)

THANK YOU

Happy summer. See you in September.

Refreshed and ready for Q4. Until then — make the most of what you already own.

 Signitic

 Iconosquare

 User

— The Positive team

Three tools. One belief: **your owned media is worth more than you think.**

Signitic

Email signature management

Iconosquare

Social media management

User

Marketing automation & engagement
