



You can follow us on social media!

We have started to use Instagram and Facebook separately for Dixi Coat and Flare Collection. You can share material from our social media platforms. Remember always tag us into the pictures and posts. It is important to separate the brands from each other when sharing material from us and when creating your own pictures, posts and videos. Pay attention, when there's a photographer or blogger marked in the picture. You have to tag them as well. If you are wondering about the rights to use the pictures, you can always contact us.

On Facebook you can find us by name **Dixi Coat (@dixicoat)** and **Flare Collection (@flarecollection)**. By following, liking, commenting and sharing we can have organic visibility that is beneficial for both of us.

From Instagram you can find us by name **@dixi_coat** and **@flare_collection**. When using Instagram, add separate brands into the pictures and to the caption. You can add brands into the pictures from "Tag a person". It is important to add also, besides these, the hashtags **#dixicoat** or **#flarecollection**.

You can also find us from Pinterest by the name **@flaretrading** and by **Flare**. The more you share material from our Pinterest board the more we get Google search hits and visibility in Pinterest.

Flare's guideline for social media:

Tone: Professional but always kind. Inspiring but not too many exclamation marks.

Language: English

Layout for written material: Short, concise and the message is clear.

On Instagram and Pinterest hashtags has been used after the captions, not in between. On Facebook we don't use hashtags, they don't belong there.

Pictures: Clear and quality pictures where the coat is always on frame.

Wide colour ranged pictures, we will change into the black and white in order to maintain the same uniform in platforms.

You can use, for example, Inkwel-filter on Instagram.

