

## **TASK** *Aesthetic Grid*

**Instruction:** Based on what you have discovered regarding brand cohesion and themes across social platforms, do an audit of your current social media presence.

Upload screenshots of your various social media pages here. Analyse each and write a summary of what your perception is of your current look and feel.

- Will you keep it as is or consider reinventing your pages to incorporate one of the grid themes discussed in this chapter?
- Is it serving to adequately represent your brand and do you believe it portrays your business professionally, resulting in social proof, referrals and new business?

Should you ultimately decide to redesign your social media pages, write a summary of your plans here.

