ECU — Module 02 · Content Series — Operating Sheets

COMMUNICATIONS DEPARTMENT · INTERNAL DOCUMENTATION · ECU-MOD-02 · v1.0

Item	Detail
Reference	ECU-MOD-02
Version	v1.0 — October 2026 (first edition)
Status	Submitted for Management approval
Rollout	Preparation and publication dates: to be set in Module 04
Owner	Head of Communications
Approval	General Management
Recipients	Visual creators, community manager, Deputy Head of Communications, Head of Communications
Purpose	Enable every contributor to produce compliant content for any series, without relying on word-of-mouth.
Related documents	Social media guidelines (ECU-CHA-01 v1.1) · ECU brand guidelines v0.1 · Module 01 · Module 03
Next review	Light review after the first eight weeks of publishing; full review six months after launch
Distribution	Internal use only — do not share externally without the Head of Communications' approval

1. Purpose and use

This module breaks the eight series defined in the guidelines into operating sheets. For each series, it specifies how the visual looks, how the caption is built, which hashtags to use, and what distinguishes compliant content from content to redo.

User	Relevant parts
Visual creators	Visual specifications in each sheet, visual anatomy (2.3), visual brief (chapter 7).
Community manager	Caption rules, hashtags, emoji, writing the visual brief.

User	Relevant parts
Deputy Head and Head of Communications	Reference during review and approval.

> **POINT OF CAUTION** — All examples in this module are fictional. Figures and amounts appear in square brackets for illustration and must never be published. Any published data must be real and verified. The Amina, Kevin and Sarah profiles are internal reference points: they are never presented as real users. No testimonial is published without the person's written consent.

2. Series architecture

Series	Share	Main platforms	Visual models	Series hashtag
ECU au quotidien (ECU Day to Day)	15%	Instagram, TikTok, Facebook	1	#ECUauQuotidien
Parlons argent (Let's Talk Money)	15%	Facebook, Instagram, TikTok	2	#ParlonsArgent
ECU répond (ECU Answers)	10%	Instagram, TikTok, Facebook	2 and 4	#ECURépond
L'astuce ECU (The ECU Tip)	15%	Instagram, TikTok, Facebook, LinkedIn	2 and 3	#AstuceECU
Le défi épargne (The Savings Challenge)	10%	Instagram, TikTok, Facebook	1 and 2	#DéfiÉpargne
Découvre ECU (Discover ECU)	15%	Instagram, TikTok, Facebook, LinkedIn	3	#DécouvreECU
Le problème du jour (Problem of the Day)	10%	Instagram, TikTok, Facebook, LinkedIn	4	#ProblèmeDuJour
Passe à ECU (Switch to ECU)	10%	Instagram, TikTok, Facebook, LinkedIn	3 and 4	#PasseÀECU

Rules common to all series:

- The logo sits in the header, top left: colour version on a light background, white version on a green or dark background.
- The series badge sits top right, as a rounded pill (999 px radius), in Poppins SemiBold 24 px, capitals, carrying the exact name of the series: #2DA333 pill with white text on a light background, white pill with #1B6B22 text on a green background.

- The visual footer follows the guidelines: website address on the left, Google Play and App Store badges (only if the app is available), the signature "Gérez. Épargnez. Progressez." (Manage. Save. Progress.) on the right.
- A visual carries one message, one call to action and at most twelve words of text on the image.
- At least 60% of posts in a four-week cycle deliver value without presenting the product; Passe à ECU does not exceed 10%.
- Register: informal "tu" on Instagram, TikTok and Facebook; formal "vous" on LinkedIn. The examples in this module use "tu"; for LinkedIn, convert them to "vous".

2.1 Recurring formats

No recurring format (series) is defined in this edition. A proposed format must: be attached to just one of the eight series, whose badge and hashtags it reuses; have a short name and a production instruction; fit one template. The format's name appears under the title of the first slide, never in place of the badge. Any creation goes through the Head of Communications' review.

2.2 The four visual models — specifications

Model	Background	Image area	Title	Mandatory elements
1 — A relaxed person	Mint flat area #E8F6E9 or 45° gradient #1B6B22 → #2DA333	Real photo of a person at ease, phone in hand, in a frame with rounded corners (28 px), 55–65% of the height	Poppins Bold 72–96 px, #1E1E1E on mint, white on deep green; one keyword in #2DA333 on a light background only	Real person, image rights verified
2 — People together	Light grey #F2F2F2 or white	Real photo of two or more people talking, frame with rounded corners (28 px)	Deep-green #1B6B22 band, white Poppins Bold 56–72 px text, as a question or idea	Real people, sincere looks
3 — The phone and the app	45° gradient #1B6B22 → #2DA333	Phone mock-up with a real ECU screenshot (demo account, fictional data), optional floating element (budget card, goal)	White Poppins Bold, 64–80 px, one benefit + one feature	Legible screenshot, amounts in FCFA, no "$"
4 — A problem	Top half #2DA333,	Two cards: the problem (white background, #1E1E1E	Problem card: Poppins SemiBold 44–56 px; solution	Both cards always present, an

Model	Background	Image area	Title	Mandatory elements
and its solution	bottom half white	text, amber #E8A317 pictogram) and the solution (#1B6B22 background, white text, ECU symbol)	card: Poppins Bold 56–72 px	arrow or separator between them

2.3 Standard visual anatomy

All visuals follow the same structure. An annotated board per model is produced with the templates (Module 01).

No.	Zone	Specification
1	Logo	Header, top left; version suited to the background; clear space equal to the height of the "E".
2	Series badge	Header, top right; rounded pill, Poppins SemiBold 24 px, capitals.
3	Image area	Photo, mock-up or cards depending on the model (2.2).
4	Title	One message, twelve words at most, two lines at most.
5	Subtitle	Optional; Poppins Regular 32–40 px; twenty words at most.
6	Visual footer	Height 8–12%: site, store badges if applicable, signature.

3. Sheets for the brand and community series

3.1 ECU au quotidien — "More clarity, more peace of mind"

Visual specifications

Item	Specification
Model	1 — a relaxed person.
Background	Mint flat area #E8F6E9 or green gradient.
Image	Real photo of a person in a serene everyday situation; never stock photography.
Badge	"ECU AU QUOTIDIEN".

Item	Specification
Title	A lived benefit in twelve words at most (clarity, serenity, peace of mind); one keyword in #2DA333 on a light background.
Forbidden	Displayed banknotes, signs of luxury, illegible screenshot, text over the face.

Caption rules

Item	Rule
Hook	A positive situation or a lived benefit · 12 words at most · no hashtag on this line.
Body	Two to four lines: a moment of everyday life, then a discreet link to ECU.
Example	Realistic and local; no user figures or unverified results.
Call to action	An open question ("Et toi, c'est quoi ton rituel ?" — And you, what's your ritual?).
Length	Instagram: 50–100 words · TikTok: 30 words at most · Facebook: 60–100 words.

Hashtags

Type	Hashtags
Fixed	#ECUapp #ECUauQuotidien
Thematic (2 to 3)	#FinancesPersonnelles #SérénitéFinancière #BienGérerSonArgent #VieQuotidienne

Compliant example — ECU au quotidien (fictional)	
Visual	Model 1 · photo of a smiling woman, phone in hand, in front of her house · title "Fin de semaine, esprit tranquille" (End of the week, peace of mind) · logo and badge in the header.
Caption	Friday evening. Your week's expenses are sorted, your transport budget is on track. No complicated calculation: one glance, and you know where you stand. Seeing clearly changes the end of the week. And you, what's your ritual for ending the week with a clear mind? #ECUapp #ECUauQuotidien #FinancesPersonnelles

Compliant example — ECU au quotidien (fictional)	
Strengths	Lived benefit · no reproach or promise · open question · targeted hashtags.

Example to redo — ECU au quotidien	
Visual	Stock photo of a man in a suit with a wad of banknotes · white text on a busy background · no badge.
Caption	ECU, the app that revolutionises your financial life! Download it now and get rich 💰🤑 #argent #riche #money #business #success #cash
Flaws	Promise of wealth · formal "vous" on Instagram · forbidden emoji · generic and misleading hashtags · off-guidelines visual.

3.2 Parlons argent — "Real situations, no taboos"

Visual specifications

Item	Specification
Model	2 — people together.
Background	Light grey #F2F2F2 or white, #1B6B22 title band.
Image	Real photo of two or more people in conversation, in front of a recognisable local setting.
Badge	"PARLONS ARGENT".
Title	A question people really ask themselves, in twelve words at most ("Où passe ton argent à la fin du mois ?" — Where does your money go at the end of the month?).
Forbidden	Staged distress, stereotypes, judgement visible in the expression or title.

Caption rules

Item	Rule
Hook	The situation in one sentence, or the visual's question.

Item	Rule
Body	Name the situation, normalise it ("it happens to a lot of people"), offer a concrete idea that works without ECU.
Tone	Complicit, no lecturing; never "tu dois" (you must).
Call to action	A question inviting people to share an experience, without asking for a personal amount.
Length	Facebook: 60–120 words · Instagram: 50–100 words · TikTok: 30 words at most.
Moderation	Do not encourage disclosing income, debts or contact details; hide any sensitive data left in comments (Module 03).

Hashtags

Type	Hashtags
Fixed	#ECUapp #ParlonsArgent
Thematic (2 to 3)	#BudgetFamilial #ÉpargneAuQuotidien #Tontine #MobileMoney #FinFinDeMois

Compliant example — Parlons argent (fictional)	
Visual	Model 2 · two friends looking at a phone, a discreet laugh · band "Où passe ton argent à la fin du mois ?".
Caption	The end of the month arrives, you look at your balance, and it's lower than expected. That happens to a lot of people. Often it isn't the big expenses: it's the small, repeated ones (transport, phone credit, a snack on the way). One idea: note every expense for a week, without changing anything. Just to see. And you, which small expense surprises you most? #ECUapp #ParlonsArgent #BudgetFamilial
Strengths	Recognisable situation · normalisation · concrete idea · question with no personal amount.

Example to redo — Parlons argent	
Visual	Person with head in hands, crumpled banknotes, dark background, red text.

Example to redo — Parlons argent	
Caption	You spend too much and you know it! Stop wasting your money, make a budget, full stop. #argent #pauvre #galère #budget
Flaws	Guilt-tripping · commanding tone · formal "vous" on a mass-market network · distress visual · demeaning hashtags.

3.3 ECU répond — "Your questions, our answers"

Visual specifications

Item	Specification
Models	2 (exchange between people) or 4 (question / answer in two cards).
Background	Per the chosen model.
Content	"Question" card: the community's reworded question; "Answer" card: the answer in three steps at most.
Badge	"ECU RÉPOND".
Title	The question, in twelve words at most.
Forbidden	Name, photo or screenshot of the original comment; an answer exceeding three steps.

Caption rules

Item	Rule
Hook	The question, reworded and made anonymous.
Body	The answer in three steps at most; each step points to a real action in the app.
Scope	ECU answers on tracking and managing money. A question about investment, a dispute or a serious personal situation gets no answer on substance: we point to a professional.
Call to action	"Pose-nous ta question en commentaire." (Ask us your question in the comments.)
Length	Instagram: 50–100 words · Facebook: 60–120 words · TikTok: 30 words at most.

Hashtags

Type	Hashtags
Fixed	#ECUapp #ECURépond
Thematic (2 to 3)	#QuestionsFinances #MobileMoney #Cash #SuivreSesDépenses

Compliant example — ECU répond (fictional)	
Visual	Model 4 · top card "Comment suivre son argent lorsqu'on utilise à la fois du cash et du mobile money ?" (How do you track your money when you use both cash and mobile money?) · bottom card with three steps.
Caption	Question received this week: how do you track your money when you use cash AND mobile money? Three steps. 1) Create an account for each place where you hold money: Cash, Mobile money. 2) Note each expense in the account the money left from. 3) A withdrawal? Record it as a transfer between your two accounts. You enter your own transactions, and ECU adds it all up. Another question? Ask it in the comments. #ECUapp #ECURépond #MobileMoney
Strengths	Anonymised question · three steps · real features · no promise of automation.

Example to redo — ECU répond	
Visual	Screenshot of the original comment with the author's first name and photo.
Caption	Thanks Fatou for your question! ECU automatically tracks all your mobile money, you don't have to do anything. #ECU #finance #appli
Flaws	Person identified without consent · non-existent feature announced (automatic synchronisation) · no concrete step · series hashtag missing.

4. Sheets for the practical-value series

4.1 L'astuce ECU — "A useful tip you can apply today"

Visual specifications

Item	Specification
Models	2 (a person applying the tip) or 3 (tip shown in the app).
Preferred format	Carousel of 3–7 slides, or short video.
Background	Per the model; light grey or white for model 2, green gradient for model 3.
Badge	"L'ASTUCE ECU" on every slide.
Title	The tip's benefit ("Essentiel ou envie ? 3 questions pour trancher" — Essential or want? 3 questions to decide), twelve words at most.
Inner slides	One step per slide, short text, one pictogram in the guidelines' stroke style (2 px, #1B6B22).
Last slide	One-sentence summary, call to action, store badges if the app is available.
Forbidden	More than one tip per post, stock photo, more than twenty words of text per slide.

Caption rules

Item	Rule
Hook	The problem the tip solves, in twelve words at most.
Body	Three steps at most, each applicable without ECU; the app appears only at the end of the text, as a way to save time.
Value	The tip must have value even if the reader downloads nothing.
Call to action	Just one: "Enregistre cette astuce pour la retrouver" (Save this tip to find it again) or "Essaie-la cette semaine et dis-nous ce que tu en penses." (Try it this week and tell us what you think.)
Length	Instagram: 50–120 words · Facebook: 60–120 words · TikTok: 30 words at most · LinkedIn: 100–200 words, formal "vous".
Accuracy	No tip promises a quantified result or presents investment advice.

Hashtags

Type	Hashtags
Fixed	#ECUapp #AstuceECU
Thematic (2 to 3)	#BudgetFacile #ÉducationFinancière #GestionDuBudget #ÉpargneMalin

Compliant example — L'astuce ECU (fictional)	
Visual	Carousel, model 3 · slide 1: "Essentiel ou envie ? 3 questions pour trancher" · slides 2–4: one question and a pictogram · slide 5: summary and call to action.
Caption	Tempted by a purchase and hesitating? Ask yourself these three questions. 1) Do I need it this month? 2) What happens if I wait a week? 3) Does it bring me closer to a goal? Two "no" out of three: you can often wait. In ECU, you sort each expense into its category to see what weighs on your budget. Save this tip to find it again. #ECUapp #AstuceECU #BudgetFacile
Strengths	Standalone value · three steps · complicit tone · discreet role for ECU · a single call to action.

Example to redo — L'astuce ECU	
Visual	Carousel of twelve dense slides, illegible screenshot, title "12 astuces pour devenir riche" (12 tips to get rich).
Caption	Get rich in 30 days with these incredible tips! Download ECU 🔥 💰 #argent #richesse #money #rich #millionnaire
Flaws	Promise of wealth · twelve tips instead of one · no concrete step · forbidden emoji · off-guidelines hashtags.

4.2 Le défi épargne — "One small step, every week"

Visual specifications

Item	Specification
Models	1 (a person saving), 2 (friends talking about their goals); model 3 to show the goal feature.
Background	Mint flat area #E8F6E9 or light grey; green gradient for a milestone slide.

Item	Specification
Progress bar	Mandatory on tracking visuals: 8 px bar, #2DA333 on a #BFE3C2 background, milestones 25 · 50 · 75 · 100%.
Badge	"LE DÉFI ÉPARGNE".
Title	The challenge in one sentence ("4 semaines, un petit montant de côté" — 4 weeks, a small amount set aside), twelve words at most.
Accent	The milestone or duration, in #2DA333 on a light background.
Forbidden	Displayed banknotes, luxury piggy banks, unattainable goals, comparing participants.

Caption rules

Item	Rule
Hook	The challenge, in one positive sentence.
Body	The challenge rule in three lines (duration, action, milestone); how to track it in ECU (a goal with amount and date); a word of encouragement.
Amounts	Always fictional and in square brackets in examples; when published, a symbolic amount or one left to each person's choice.
Call to action	"Tu relèves le défi ? Dis-le en commentaire." (Taking up the challenge? Say so in the comments.); invitation to share progress, never the amount.
Length	Instagram: 50–100 words · Facebook: 60–100 words · TikTok: 30 words at most.
Follow-up	A progress update at each milestone (25 · 50 · 75 · 100%); sober congratulations, a single exclamation mark.

Hashtags

Type	Hashtags
Fixed	#ECUapp #DéfiÉpargne
Thematic (2 to 3)	#Épargne #ObjectifÉpargne #PetitsPas #ÉpargneAuQuotidien

Compliant example — Le défi épargne (fictional)	
Visual	Model 2 · two friends in front of a phone · band "4 semaines, un petit montant de côté" · bar at 25% at the bottom.
Caption	4-week challenge: each week, set aside [X] FCFA, an amount that doesn't hurt. No need to aim high; the important thing is to start. In ECU, create a goal with an amount and a date, and watch the bar move: 25%, 50%, 75%, 100%. At each step, we'll give you a nudge. Taking up the challenge? Say so in the comments. #ECUapp #DéfiÉpargne #ObjectifÉpargne
Strengths	Simple, dated challenge · amount chosen by each person · clear milestones · encouragement without pressure.

Example to redo — Le défi épargne	
Visual	Photo of wads of banknotes, text "Épargne 50 % de ton salaire" (Save 50% of your salary), bar already at 100%.
Caption	If you don't save half your salary, you'll stay poor! Take up the challenge or give up 💸 #epargne #riche #argentfacile
Flaws	Unrealistic goal · guilt-tripping · implicit promise of wealth · forbidden emoji · off-guidelines hashtags.

5. Sheets for the product and conversion series

> **POINT OF CAUTION** — These three series present the app. Only features of the published version are shown, and the product manager confirms the list before each campaign (guidelines, chapter 8.6). Transaction entry is manual: never mention automatic synchronisation with mobile-money operators, automatic exchange rates or predictive analysis.

5.1 Découvre ECU — "One feature, one benefit"

Visual specifications

Item	**Specification**
Model	3 — the phone and the app.
Background	45° gradient, #1B6B22 to #2DA333.

Item	Specification
Mock-up	Mandatory: phone with rounded corners, real ECU screenshot, demo account, fictional amounts in FCFA, no "$".
Floating element	Optional: a card (budget, goal, balance) to highlight the feature.
Badge	"DÉCOUVRE ECU".
Title	White Poppins Bold: the benefit, never the feature name alone ("Une dépense ajoutée en deux taps" — An expense added in two taps).
Visual footer	Google Play and App Store badges if the app is available.
Forbidden	More than one feature per visual, illegible screenshot, another app's screen.

Features that can be shown (subject to availability): account tracking (cash, mobile money, bank, tontine), quick entry, budgets with alerts, savings goals, built-in calculator, privacy mode (amounts hidden), multi-currency, monthly review.

Caption rules

Item	Rule
Hook	The everyday problem or action, never the feature name on the first line.
Body	Problem → feature → benefit, then where to find it in the app.
Call to action	Just one: "Essaie-la dans ECU" (Try it in ECU) or "Dis-nous quelle fonction tu veux voir en vidéo" (Tell us which feature you want to see in video).
Length	Instagram: 50–100 words · Facebook: 60–100 words · TikTok: 30 words at most · LinkedIn: 100–180 words, formal "vous".
Review	Product review mandatory before internal review (Module 03).

Hashtags

Type	Hashtags
Fixed	#ECUapp #DécouvreECU
Thematic (2 to 3)	#SuiviDesDépenses #BudgetMobile #ApplicationMobile #FinancesPersonnelles

Compliant example — Découvre ECU (fictional)	
Visual	Model 3 · mock-up showing the expense-entry screen · title "Une dépense ajoutée en deux taps" · footer with store badges.
Caption	You've just paid for a moto-taxi ride. Rather than trying to remember it tonight: one tap on the + button, the amount, done. You can also add several amounts together with the built-in calculator. The + button is at the centre of the bottom bar. Which expense do you note most often? #ECUapp #DécouvreECU #SuiviDesDépenses
Strengths	Starts from a real action · a single feature · location specified · open question.

Example to redo — Découvre ECU	
Visual	Blurry screenshot with a "$"; six features listed as bullets; a mobile-money operator's logo.
Caption	ECU connects automatically to your mobile money and predicts your spending with AI! Budgets, goals, accounts, statistics, it's all there. #fintech #AI #money
Flaws	Non-existent features announced (synchronisation, prediction) · third-party logo · six features with no benefit · off-guidelines hashtags.

5.2 Le problème du jour — "Does this sound like you?"

Visual specifications

Item	**Specification**
Model	4 — a problem and its solution.
Problem card	White background, #1E1E1E Poppins SemiBold 44–56 px text, amber #E8A317 pictogram, worded as a question.
Solution card	#1B6B22 background, white Poppins Bold text, ECU symbol, a single feature.
Badge	"LE PROBLÈME DU JOUR".
Separator	An arrow or line between the two cards.

Item	Specification
Forbidden	Alarmist red, a face in distress, two problems in one visual, dramatic staging.

Caption rules

Item	Rule
Hook	The problem, as people say it ("Tu as plusieurs comptes et tu perds le fil ?" — Several accounts and losing track?).
Body	Two lines to normalise the feeling, two lines for the solution (one ECU feature), no promise.
Call to action	"Découvre comment ECU t'aide" (Find out how ECU helps you) or a question about the reader's experience.
Length	Instagram: 40–90 words · Facebook: 50–100 words · TikTok: 30 words at most · LinkedIn: 80–150 words, formal "vous".
Review	Product review for the feature cited.

Hashtags

Type	Hashtags
Fixed	#ECUapp #ProblèmeDuJour
Thematic (2 to 3)	#FinancesPersonnelles #BudgetFacile #PlusieursComptes #SuiviDesDépenses

Compliant example — Le problème du jour (fictional)	
Visual	Model 4 · top card "Tu as plusieurs comptes et tu perds le fil ?" · bottom card "Cash, mobile money, banque, tontine : tout au même endroit." (Cash, mobile money, bank, tontine: all in one place.)
Caption	A bit of cash, a balance on your mobile money, a bank account, a tontine: hard to know where you really stand. It's common. ECU brings your accounts together in one place and gives you your total balance at a glance. You enter your transactions, ECU does the maths. And you, how many different places hold your money? #ECUapp #ProblèmeDuJour #PlusieursComptes

Compliant example — Le problème du jour (fictional)	
Strengths	Lived problem · normalisation · one feature · clarity about manual entry · open question.

Example to redo — Le problème du jour	
Visual	Red background, worried face, text "Tu vas finir ruiné !" (You'll end up ruined!).
Caption	If you don't follow your budget, you'll end up penniless. Download ECU before it's too late!!! #urgent #argent #ruine
Flaws	Threats and guilt-tripping · artificial urgency · multiple exclamation marks · alarmist hashtags · off-palette visual.

5.3 Passe à ECU — "Ready to start?"

Visual specifications

Item	**Specification**
Models	3 (phone and app) or 4 (problem solved).
Background	45° gradient #1B6B22 to #2DA333, or the solution card of model 4.
Badge	"PASSE À ECU".
Title	An invitation in twelve words at most ("Prêt à mieux gérer ton argent ? Découvre ECU." — Ready to manage your money better? Discover ECU.).
Store badges	Google Play and App Store, official and unaltered; mandatory on this series, only if the app is available.
Website address	In the visual footer, on the left.
Forbidden	Countdown, unverified offer, unverified download or review figure, two calls to action.

Caption rules

Item	Rule
Hook	An invitation, never pressure.
Body	Three benefits at most; then getting started in three steps: download, create an account, add a first account (first launch in under two minutes, with an optional questionnaire).
Call to action	Just one: "Télécharge ECU : lien en commentaire" (Download ECU: link in the comments), or link in bio.
Length	Instagram: 40–90 words · Facebook: 50–100 words · TikTok: 30 words at most · LinkedIn: 80–150 words, formal "vous".
Frequency	At most 10% of posts in a four-week cycle.

Hashtags

Type	Hashtags
Fixed	#ECUapp #PasseÀECU
Thematic (2 to 3)	#ApplicationMobile #FinancesPersonnelles #GérerSonArgent #BudgetMobile

Compliant example — Passe à ECU (fictional)	
Visual	Model 3 · mock-up of the home screen · title "Prêt à mieux gérer ton argent ?" · Google Play and App Store badges in the footer.
Caption	Ready to see clearly into your money? With ECU, you track your accounts, expenses and goals in one place. To start: 1) download the app, 2) create your account, 3) add your first account. Takes under two minutes. Download ECU: link in the comments. #ECUapp #PasseÀECU #ApplicationMobile
Strengths	Gentle invitation · three benefits · three-step start · a single call to action.

Example to redo — Passe à ECU	
Visual	Text "+1 000 000 d'utilisateurs !" (+1,000,000 users!), countdown, three different buttons.
Caption	Last chance! Join the million users who changed their lives. Download ECU now, don't wait!!! #ECU #app #telechargez

Example to redo — Passe à ECU	
Flaws	Invented figure · artificial urgency · promise to "change your life" · off-guidelines hashtags · multiple calls to action.

6. Cross-cutting rules: hashtags and emoji

6.1 Hashtag volume by platform

Platform	Minimum	Recommended maximum	Absolute ceiling
LinkedIn	3	6	8
Facebook	3	6	10
Instagram	5	10	15
TikTok	3	5	6

6.2 Composition rules

- **Position:** at the end of the caption, after a blank line (on TikTok, a hashtag built into the text is allowed).
- **Order:** #ECUapp, then the series hashtag, then thematic hashtags.
- **Spelling:** brand and series hashtags follow the spelling in chapter 2 (#ECUapp, #ECUauQuotidien); thematic hashtags capitalise each word (#BudgetFacile).
- **Form:** no spaces in a hashtag; accents kept.
- **Targeting:** generic hashtags (#argent, #finance) are never used alone.

6.3 Forbidden hashtags

- Hashtags promising wealth or gain (#riche, #millionnaire, #argentfacile, #devenirriche).
- Hashtags of competing brands, banks or mobile-money operators.
- Political, religious or divisive hashtags.
- Demeaning or alarmist hashtags (#pauvre, #galère, #ruine, #urgent).
- Slang, casual or spam-type hashtags (#followforfollow, #likeforlike).

6.4 Emoji

Emoji are tone signals, not decoration. No emoji in content that mentions a loan, a debt or a negative balance.

Platform	Use	Rule
LinkedIn	Moderate	0–3 per caption, to structure a list; never in the hook.
Facebook	Moderate	1–5.
Instagram	Freer	3–8, consistent with the series' tone.
TikTok	Freer	3–6, serving the rhythm of the message.

Series	Suitable emoji	Emoji to avoid
ECU au quotidien	😊 🙌 🌿 ✨ 📱	💰 🤑 💸
Parlons argent	💬 🧐 👀 👇	😱 🚨 😂
ECU répond	💬 🙋 ✅ 👇	😂 🔥
L'astuce ECU	💡 ✅ 📝 ➡️	🎉 💰
Le défi épargne	🎯 🌱 💪 ⏳ 🐷	💰 🤑 💸
Découvre ECU	📱 ✅ ⚡ 📊 🔒	Festive emoji
Le problème du jour	🧐 👀 ➡️ ✅	😡 😱 🚨
Passe à ECU	📲 ✅ 👉 🌿	🔥 🚨 ⏰

> **POINT OF CAUTION** — Emoji forbidden on all ECU accounts: 🤑 💸 💰 (promise of wealth or of waste), 🔥 (overused), 🚨 (alarmist), 😍 😘 (too personal a register).

7. Visual brief

No visual is launched without a brief. The community manager (or the Head of Communications) fills in the brief below and passes it to the creator, together with the necessary files.

VISUAL BRIEF — ECU	
Publication	
Planned publication date	
Platform(s)	
Series	Exact name of the series

VISUAL BRIEF — ECU	
Visual model	☐ 1 Relaxed person ☐ 2 People together ☐ 3 Phone and app ☐ 4 Problem and solution
Format and dimensions	E.g. portrait 1,080 × 1,350 px (dimensions: Module 01)
Target	☐ Amina ☐ Kevin ☐ Sarah
Content	
Main message	Twelve words at most
Subtitle	Twenty words at most
Call to action	Just one
Elements to include	
Logo	☐ Colour ☐ White
Series badge	☐ Yes (mandatory)
Photo supplied	☐ Yes — file: …… ☐ Image rights verified ☐ No visible third-party brand
Screenshot	☐ Yes — file: …… ☐ Demo account, fictional data, FCFA
Store badges	☐ Yes ☐ No — app available: ☐ Yes ☐ No
Feature cited	Confirmed available by the product manager: ☐ Yes ☐ Not applicable
Pictogram or diagram	
Other	

8. Points to approve

No.	Point	Module's proposal
M1	Series hashtags (#ECUauQuotidien, #ParlonsArgent, etc.)	Adopted as they are, with accents kept.
M2	Dimensions and safe zones per format	To be defined in Module 01; working values (portrait 1,080 × 1,350 px) are used meanwhile.
M3	Website address, download links, availability on app stores	To be provided; determines the store badges and the Passe à ECU series.
M4	Features that can be shown in Découvre ECU	List to be confirmed by the product manager before each campaign.

No.	Point	Module's proposal
M5	Photos, mock-ups and pictograms	To be produced with the templates (guidelines, chapter 5.4); no stock image nor AI-generated image depicting people.
M6	Product review and approval of sensitive content	To be detailed in Module 03.
M7	Hashtag and emoji volumes	Proposals in this module, to be adjusted after the first eight weeks.