



REBEL360

POWERED BY REBEL LABS

Social Media & Content Strategy 2018

Prepared By: Catherine Mendez

Date: November, 2018

About Rebel360

Rebel360 is an online subscription-based health and fitness program, offering a 360 degree approach to improving everyone's overall health. Covering cooking, nutrition, fitness, running and yoga, Rebel 360 offers consumers video programs that help them create a sustainable, healthy lifestyle.

Purpose of this document

To define how Rebel360 will utilize social media marketing to achieve it's business goals.

This document will:

- ✓ Outline Social Media Strategy
 - ❖ Social Media Strategy Statement
 - ❖ Identify Social Media Marketing KPIs & Goals
 - ❖ Prioritize Social Media Channels
 - ❖ Determine Posting Frequency
 - ❖ Illustrate Social Process Flow
 - ❖ List Social Media Management Tools
- ✓ Outline Content Strategy
 - ❖ Ensure strategic goals are met when developing and deploying content
 - ❖ Outline processes and guidelines to help navigate a constantly moving environment
 - ❖ Define Target Marketing & Audience Personas for a much more targeted approach
 - ❖ Identify Brand Tone & Voice
 - ❖ Distinguish between content types to create posting cadence
 - ❖ Determine content aesthetic to ensure consistency
 - ❖ Include content design guidelines to keep branding consistent
 - ❖ Suggest Social Channel Best Practices for optimal performance

The graphic features a large white circle centered on a red background. A teal border is visible at the top, bottom, and sides of the red area. The text "SOCIAL MEDIA STRATEGY" is centered within the white circle in a bold, grey, sans-serif font.

SOCIAL MEDIA STRATEGY

Strategy Statement

Rebel360's social media marketing strategy will:

1. Identify key social media channels that will drive brand awareness and conversion using both organic and paid media tactics within its core demographic
2. Guide the content marketing team on how to create content with purpose that properly and effectively messages Rebel360s value proposition
3. Take a data-driven approach to “test & learn” what drives audience growth, engagement and ultimately conversion to sale.

Social Media Channels



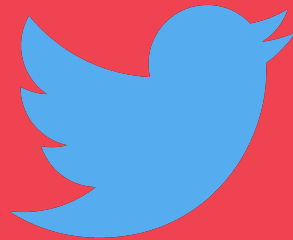
[@rebel360life](#)



[@rebel360life](#)



[UCr9nZQLeSDr2M0s805 Kk0A](#)



[@rebel360life](#)



[@rebel360life](#)

Aligning Business Objectives to Social KPIs

Buyer's Journey	Objective	Social Media Strategy	Social Activity	Social KPIs	Business Impact
Awareness	Create Awareness	Expose target audience to brand content	Owned: Posts Earned: Influencers Engaged Paid: Promotions, Boosts	Impressions, Reach, CPI (cost-per-impression)	SOV (share-of-voice), ToMA (Top-of-Mind Awareness)
Consideration	Generate Demand	Drive Engagement of target audience with brand content	Owned: Posts Earned: Interactions Paid: Boosted Posts, targeted Ads	# of Engagements, Type of Engagements	Visitors/traffic
Decision	Drive Conversion	Drive target audience to brand offers	Owned: Posts w/ CTAs Earned: Shared Links Paid: Targeted Ads w/ CTAs	Link Clicks, CPC (cost-per-click)	Conversions
Adoption	Delight Customers	Drive engagement with brand product/services	Owned: Customer Interactions Earned: Responses Paid: Promoted Customer Content	(Positive) Earned mentions, Customer Experience metrics (SLR - "service level requirement")	Sentiment & Satisfaction
Advocacy	Inspire Evangelism	Activate Customer influencers	Owned: Posts Earned: Influencer Outreach Paid: Boosted Influencer Posts	Earned impressions, reach, social UGC	Referrals, influencer activity, positive word-of-mouth, NPS (Net Promoter Score)

- Buyer's Journey Stage** → A person's relative position to a buying decision as it pertains to a brand's product or service
- Marketing Objective** → The brands desired outcome from a marketing activity
- Social Media Strategy** → The plan of action to achieve the marketing objective
- Social Activity** → The actions which need to be taken to execute the strategy
- Social KPIs** → The results of the social actions taken
- Business Impact** → The downstream effect on the social results on the business

METRIC	GOAL
Audience Size	7,000+
Impressions	1,000,000+
Engagements	95,000+
Leads	30,000
Subscriptions	5,000

0-3 Months

Social Media
KPI Goals

Primary Channels



With 1.32 billion daily active users, Facebook is the most widely used social platform. (Sept. 2018: Wordstream) Additionally, 81% of millennials are on the Facebook platform. (August, 2018: Quartz)

Utility & Value to Audience

Consumers go to Facebook to be inspired, entertained, informed and engage with their social connections. Additionally, they choose the platform as a podium to share accomplishments and personal news.

Rebel360 will tap into Facebook's audience behavior with organic and paid media that will engage them, target their aspirations, provide actionable tips to inform them and tap into their emotional and social capital.

Content Purpose

- ✓ Organic Content: Brand Awareness, Engagement, Customer Experience
- ✓ Paid Media: Lead Generation, Referral Traffic, Conversion, Retargeting // Audience Growth



Instagram reports 500 million daily active users. (Sept. 2017: Statistica) 34% of Instagram users are millennials. Ninety-five percent of U.S. Instagrammers use Youtube and ninety-one percent use Facebook. 35% of online adults use Instagram, with 42% earning over \$75k. (Oct. 2018: Hootsuite / Pew Research)

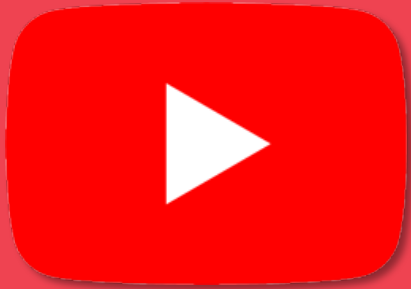
Utility & Value to Audience

Consumers engage on Instagram to fulfill aspirations, explore lifestyles and present themselves positively to their audiences.

Rebel360 will feed into audience behaviors through organic and paid content which will inspire consumers to live a healthy and active lifestyle through engaging, beautiful, eye-catching photography and videography. Content will also focus on positive body transformations to align with Instagram's audience desire to always showcase their best self. We will find a happy balance between aspirational and attainable.

Content Purpose

- ✓ Organic Content: Brand Awareness, Engagement
- ✓ Paid Media: Lead Generation, Conversion, Retargeting, Audience Growth



YouTube is the second largest search engine. Sixty-two percent of users are males and millennials prefer the platform two-to-one to television. Thirty-seven percent of 18-34 demographic are binge watching content on the platform. (June, 2018: Omnicore Agency) Today, you can find more than 30 million fitness videos on the platform (June, 2017: BBC News)

Utility & Value to Audience

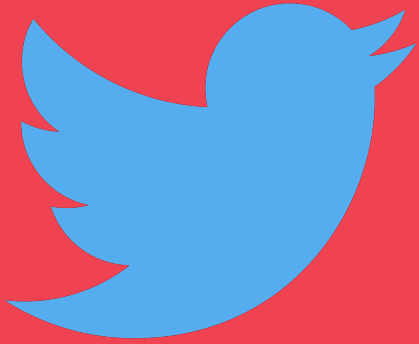
Consumers go to YouTube to learn about topics that they need to take immediate action on. Additionally, they enjoy being entertained by long-form content created by their favorite influencers and brands.

Rebel360 marketing will focus on targeting users with overlapping skills that already exist within our content, both through organic positioning and paid media. Messaging will focus on Rebel360 providing immediate, accessible tools and lessons that fulfill their current needs.

Content Purpose

- ✓ Organic Content: Brand Awareness, Brand Trust, Audience Growth
- ✓ Paid Media: Lead Generation, Referral Traffic, Conversion, Audience Growth

Secondary Channels



To date, Twitter reports 330 million monthly active users of which 80% are “affluent millennials.” 30% of American users earn \$75k+ ([Jan. 2018: Hootsuite](#))

Utility & Value to Audience

Twitter users flock to the platform to receive real-time updates, endless amounts of digestible information and to access hard-to-reach people and brands. In addition, Twitter has increasingly become a customer service channel.

Through both organic and paid tactics, Rebel360 will share “snackable,” expert information about the Rebel360 program and its benefits. Customer service related topics such as product updates, new content additions and polling will be balanced with curated content related to the health and wellness industry.

Content Purpose

- ✓ Organic Content: Brand Awareness, Engagement, Customer Experience
- ✓ Paid Media: Lead Generation, Referral Traffic, Audience Growth



To date, Pinterest is comprised of 250 million monthly active users with 81% being female. 40% of new signups are men. Millennials report using Pinterest just as much as Instagram. 40% of Pinteresting households make >\$100k. 87% of Pinners have purchased a product because of Pinterest. Over 5% of referral traffic to websites comes from Pinterest. Food & Beverage + Technology are the most popular categories for men. ([July 2018, Omnicore Agency](#))

Utility & Value to Audience

Pinners are planners and they all share an important trait: they are actively seeking helpful, inspiring content that helps them plan for what's important in their lives, whether that's a dinner recipe or following a board that walks them through a fitness routine.

Rebel360 content, both organic and paid, will focus on expert health and wellness content that links back to Rebel360.com to referral traffic and conversion. Infographics and instructionals will offer users helpful, actionable tips that can easily be saved for future reference and implementation, useful when building brand loyalty.

Content Purpose

- ✓ Organic Content: Referral Traffic
- ✓ Paid Media: Referral Traffic, Conversion, Audience Growth

Posting Frequency



NOV	DEC	JAN	FEB	MAR	APR
Feed: 1x / Every Other Day	Feed: 1x / Every Other Day Story: 1x / week (start w/ 3 images)	Feed: 1x / Every Other Day Story: 1x / week (start w/ 3 images)	Feed: 1x / Day Story: 2x / week (start w/ 3 images)	Feed: 1x / Day Story: 2x / week (start w/ 3 images)	Feed: 1x / Day Story: 3x / week (start w/ 3 images)
Feed: 1x / Every Other Day	Timeline: 2x / Day Story: 1x / week (start w/ 3 images)	Timeline: 2x / Day Story: 1x / week (start w/ 3 images)	Timeline: 1x / Day Story: 1x / week (start w/ 3 images)	Timeline: 1x / Day Story: 1x / week (start w/ 3 images)	Timeline: 1x / Day Story: 1x / week (start w/ 3 images)
1x / Wk	1x / Wk	1x / Wk	1x / Wk	1x / Wk	2x / Wk



Social Process Flow

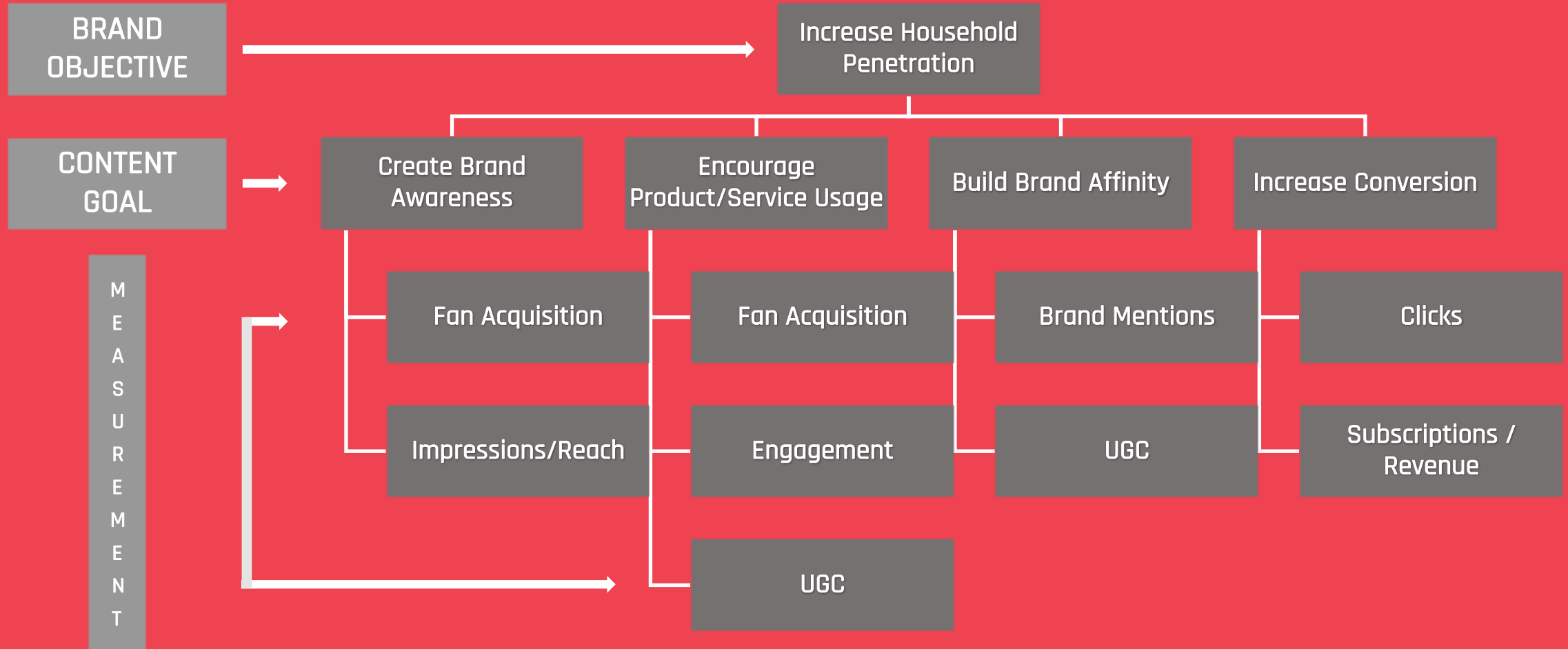
Social Media Marketing Tools

Editorial Calendar Planning	<u>Google - Social Media Content Planning Deck</u>
Content Scheduling	<u>Sprout Social</u>
Content Scheduling - Instagram	<u>Schedugr.am</u>
Community Management	<u>Sprout Social</u>
Listening	<u>Sprout Social</u>
Chatbot	<u>Sprout Social</u>
Stock Photos	<u>iStock</u> , <u>deposit photos</u>
Music Licensing	<u>soundstripe</u>

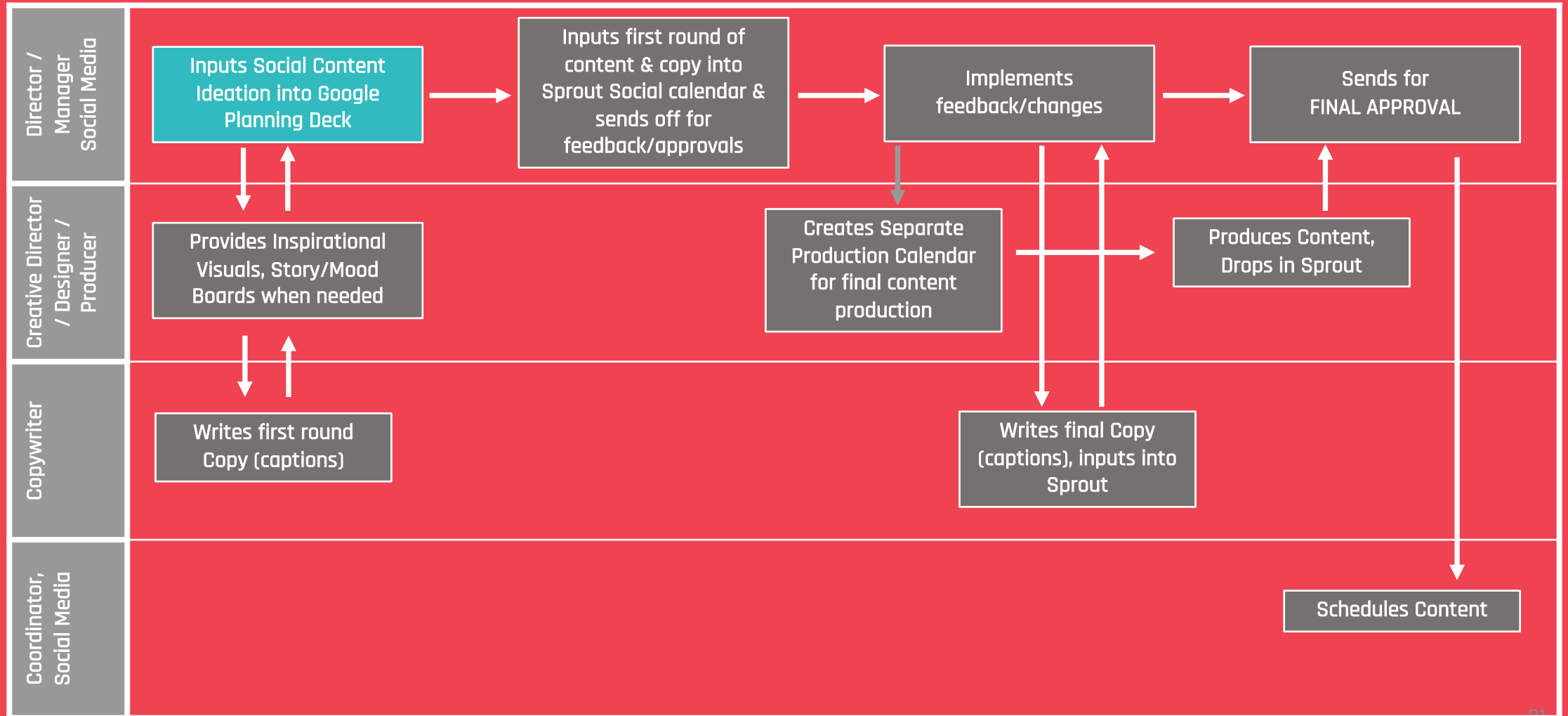


CONTENT STRATEGY

Content Marketing Goals & Measurement

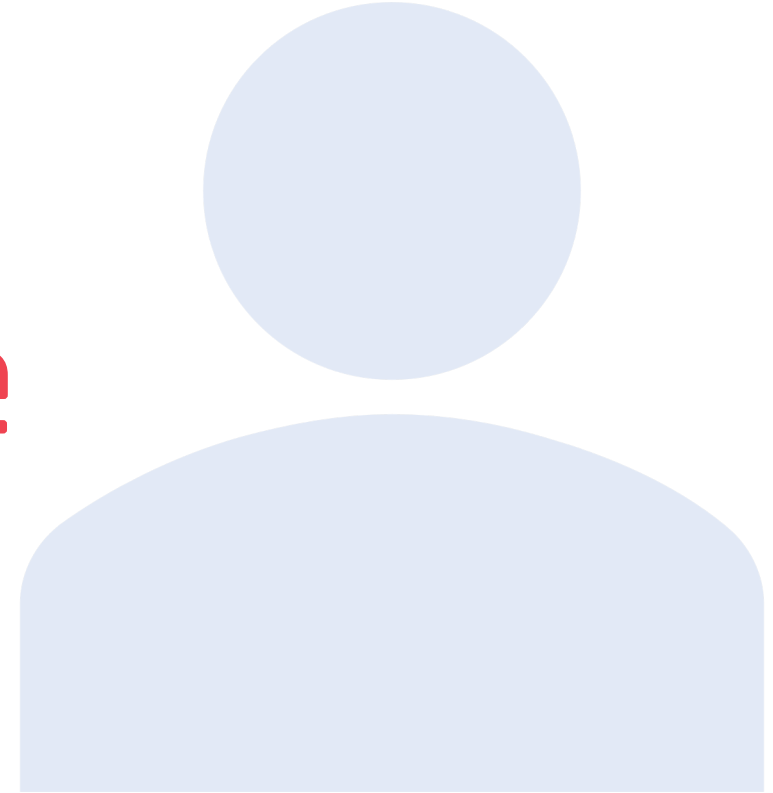


Social Content Workflow





Target Audience



PRIMARY TARGET AUDIENCE

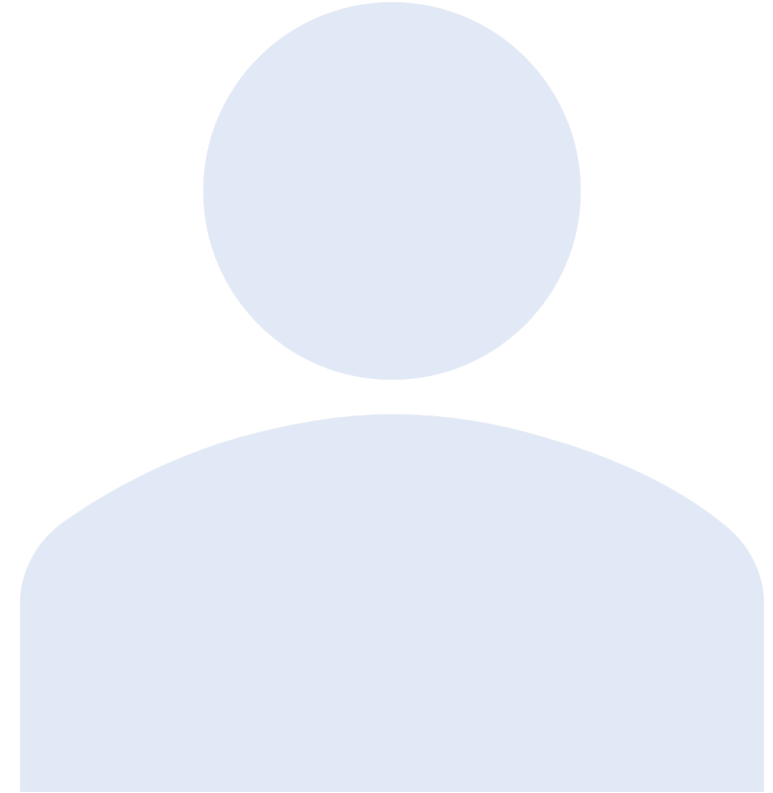
Gender	Males & Females
Age	Millennials, 25 - 38
Location	Rural & Urban dwellers
Education	Bachelor's Degree
Income	\$75k+
Interests	Fitness, Nutrition, Cooking, Adventure, Lifestyle, Mindset
Channels	Facebook, YouTube, Instagram

SECONDARY TARGET AUDIENCE

Gender	Females
Age	GEN X, 40 - 53
Location	Urban dwellers
Education	Bachelor's Degree (or higher)
Income	\$220K
Interests	Fitness, Cooking, Lifestyle,
Channels	Pinterest, Facebook, Instagram



Audience Personas



YOUNG MILLENNIAL MALE ADAM

Demographics

AGE: 25 yrs. old

ETHNICITY: Asian

OCCUPATION: Online Entrepreneur

INCOME: \$100k

Personality: Introvert, techie, highly competitive, impatient, data-driven, punctual, aggressive, angry

Wellness Interests: Fitness, Adventure, Meal Prep

Fitness Goals: To bulk up and get ripped

Preferred workouts: Kickboxing, HIIT

Unspoken Desire: To have the “perfect” body

Hidden Fear: Maybe Asians really can't build muscle the same way...

Main Frustration: Getting injured from exercise

Key set-backs: Switching supplements, popping pills to be able to work long hours, lack of sleep

Preferred Online Platforms: Snapchat, YouTube, Instagram



BORDERLINE MILLENNIAL MALE BLAZE

Demographics

AGE: 30 yrs. old

ETHNICITY: Latin

OCCUPATION: Lawyer

INCOME: \$150k

Personality: Ambivert, driven, friendly, hip, metrosexual, trendy, sarcastic

Wellness Interests: Fitness, Nutrition, Lifestyle

Fitness Goals: To keep a lean, well-cut look and have perfect abs

Preferred workouts: Spin, resistance and bodyweight training

Unspoken Desire: To not feel exhausted at the end of each day and have enough energy to create and build up his own practice

Hidden Fear: That he won't be able to keep his social drinking in check

Main Frustration: Frequent travel, no stationary bikes at hotel gyms

Key set-backs: Inconsistent eating habits, late meals, recreational drug use to ease anxiety

Preferred Online Platforms: Instagram, Facebook, Twitter



OLDER MILLENNIAL MALE CHRIS

Demographics

AGE: 35 yrs. old

ETHNICITY: Caucasian

OCCUPATION: Marketing Executive

INCOME: \$200k

Personality: Extrovert, ambitious, trusting, loving, kind, loyal, funny

Wellness Interests: Fitness, Nutrition, Adventure

Fitness Goals: To stop fluctuating 75lbs up and down, to cut down the fat and get back to his high school athletic shape

Preferred workouts: CrossFit, weightlifting

Unspoken Desire: To live up to his nickname "The Beast" on his 20th high school reunion

Hidden Fear: That he will have a big belly and be 100+ lbs overweight like his father

Main Frustration: High-stress job and long hours means making time for workouts is difficult. To not have the will to say no to beer, burgers and fries

Key set-backs: Inconsistency with workout, unhealthy food choices, and a young child at home

Preferred Online Platforms: LinkedIn, Facebook, Twitter



YOUNG MILLENNIAL FEMALE DANIELLE

Demographics

AGE: 25 yrs. old

ETHNICITY: Caucasian

OCCUPATION: Fitness trainer and sales professional

INCOME: \$85k

Personality: Extrovert, energetic, competitive, friendly, fun

Wellness Interests: Fitness, Nutrition, Meal-Prep

Fitness Goals: To be fit, to look toned, to be more flexible

Preferred workouts: Spin and yoga

Unspoken Desire: To lead international wellness retreats for women

Hidden Fear: That she does not have what it takes

Main Frustration: to not be able to find the balance between energy, fitness & travel the way she wants. To not have enough money to join Equinox.

Key set-backs: Her social life overpowers everything

Preferred Online Platforms: Snapchat, Instagram, YouTube



BORDERLINE MILLENNIAL FEMALE EMMA

Demographics

AGE: 30 yrs. old

ETHNICITY: African American

OCCUPATION: Pediatrician

INCOME: \$125k

Personality: Ambivert, warm, loving, chatty, community-minded, driven

Wellness Interests: Fitness, Mental Proficiency, Cooking

Fitness Goals: To feel energetic, to be in shape, to feel good in her body, to be more capable

Preferred workouts: Barre, Lagree Pilates

Unspoken Desire: To look great in a bikini and build a foundation for a family in the next 3 years

Hidden Fear: Professional burn-out

Main Frustration: Not enough time to be consistent with her meals and workout

Key set-backs: Insomnia, back pain at the end of each day

Preferred Online Platforms: LinkedIn, Facebook, Instagram



OLDER MILLENNIAL FEMALE FAITH

Demographics

AGE: 35 yrs. old

ETHNICITY: Asian

OCCUPATION: Business Owner, mom of 2

INCOME: \$200k (household income \$500k+)

Personality: Introvert, perfectionist, reserved

Wellness Interests: Fitness, Mental Proficiency, Beauty (Anti-Aging)

Fitness Goals: To build muscle, to look firm and fit, and feel younger

Preferred workouts: HIIT, Pole Dancing

Unspoken Desire: To make the next 5 years of her life mean something extraordinary

Hidden Fear: That she can't compete with younger women

Main Frustration: Not enough time for herself

Key set-backs: Depression, anxiety, stressing over everything

Preferred Online Platforms: Pinterest, Instagram, Facebook



NON-URBAN MILLENNIAL FEMALE GEORGIA

Demographics

AGE: 28 yrs. old

ETHNICITY: Caucasian

OCCUPATION: Veterinarian

INCOME: \$80k

Personality: Extrovert, emphatic, dependable, ambitious

Wellness Interests: Fitness, cooking, mindset

Fitness Goals: To get her body fat below 15%

Preferred workouts: Crossfit, Beachbody, Weightlifting

Unspoken Desire: To become a fitness / bodybuilding champion

Hidden Fear: Getting hurt from pushing her body over the edge

Main Frustration: her cooking is not consistent / not enough ideas for new nutritious recipes

Key set-backs: injuries

Preferred Online Platforms: Instagram, Facebook, LinkedIn



NON-URBAN MILLENNIAL MALE HARRY

Demographics

AGE: 27 yrs. old

ETHNICITY: Caucasian

OCCUPATION: Accountant

INCOME: \$75k

Personality: Introvert, consistent, detail-oriented, insecure

Wellness Interests: Fitness, Nutrition, Meal Prep

Fitness Goals: To bulk up and double his muscle mass

Preferred workouts: ROMWOD, Crossfit, Boxing

Unspoken Desire: To not feel uncomfortable about how thin he feels he is

Hidden Fear: That his cannabis smoking and recreational drinking will get out of hand

Main Frustration: Not being able to eat enough nutritious food

Key set-backs: Inconsistent eating habits, skipping meals

Preferred Online Platforms: Instagram, YouTube, Snapchat



NON-MILLENNIAL URBAN FEMALE ISABEL

Demographics

AGE: 40 yrs. old

ETHNICITY: Latina

OCCUPATION: Hedge fund manager

INCOME: \$220k

Personality: Ambivert, smart, driven, competitive

Wellness Interests: Cooking, fitness, lifestyle

Fitness Goals: To be fit, firm and flexible

Preferred workouts: ROMWOD, HIIT, Yoga

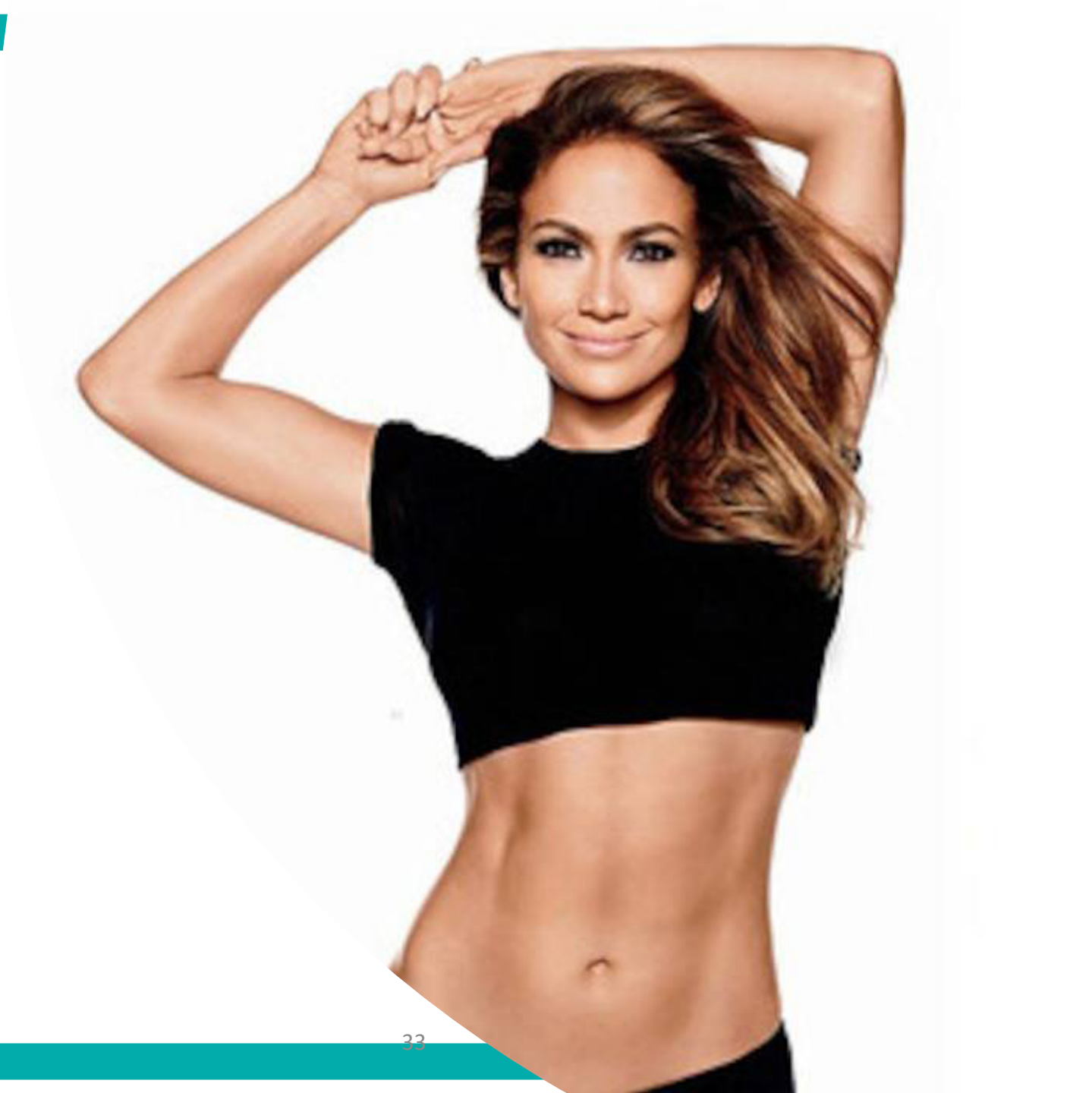
Unspoken Desire: To look as hot throughout her 40's as she did in her 30's

Hidden Fear: That she will never find a husband who is as into fitness as she is

Main Frustration: No time to work on top-notch cooking skills

Key set-backs: Lack of sleep, being in overdrive all the time, stress

Preferred Online Platforms: Pinterest, Instagram, Facebook





Voice & Tone



Voice

stays consistent

EXPERT

Experienced, trustworthy, educated, intelligent

PASSIONATE

fierce, dedicated, inspiring

GROUNDLED

balanced, honest, consistent, clear, reasonable, "makes sense"

KIND

altruistic, understanding, positive

FUNNY

entertaining, playful

Tone

attitude, can fluctuate with circumstance

STRONG

Leader, inner strength, infectious energy

APPROACHABLE

friendly, accessible, sociable, relatable

RAW

unedited, real, "cut-through-the bullshit," "tell it like it is," "against the status quo"

EMPATHETIC

"we're all in this together," compassionate, community-driven

TONGUE-IN-CHEEK

bantering, humorous, joking

Additional Considerations

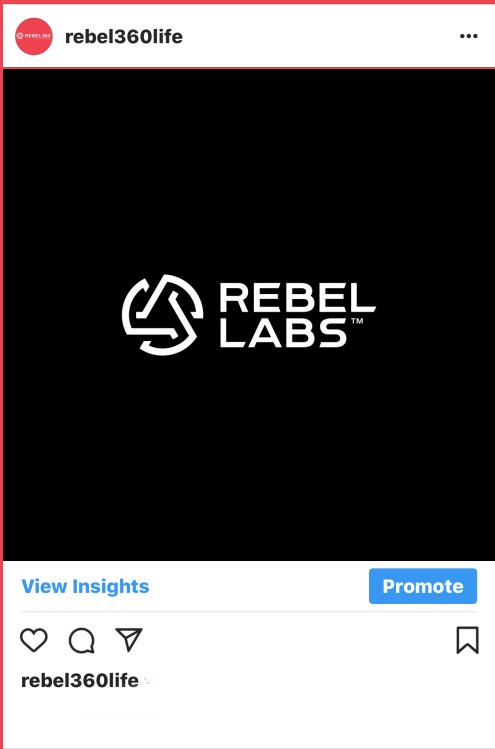
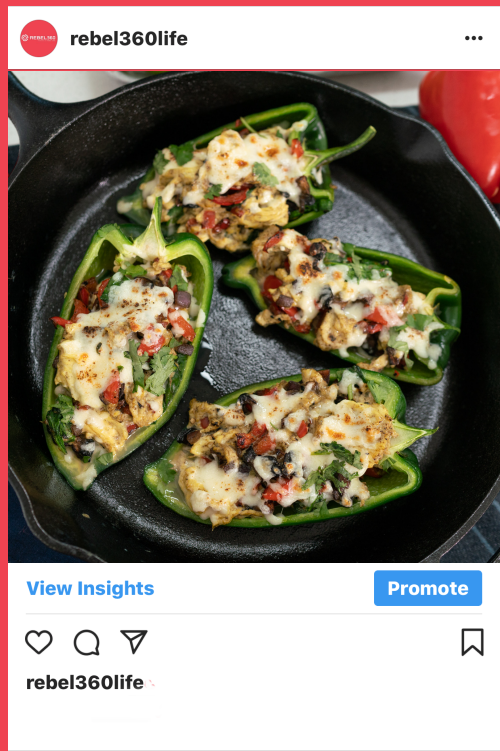
- ✓ Every social channel has its own style, therefore influencing how we speak. Regardless, our voice & tone must always remain consistent across all channels
- ✓ Social is a place to develop & nurture customer relationships. We want to always try and sound like a friend vs a brand, while still maintaining our position as experts in our fields.
- ✓ Always use proper grammar, sentence case & punctuation while maintaining Rebel360's raw tone.
- ✓ Avoid using too many exclamation points and emojis; reserve for special moments where appropriate.



Sample Content Types



Cook the Rebel Way - Cooking

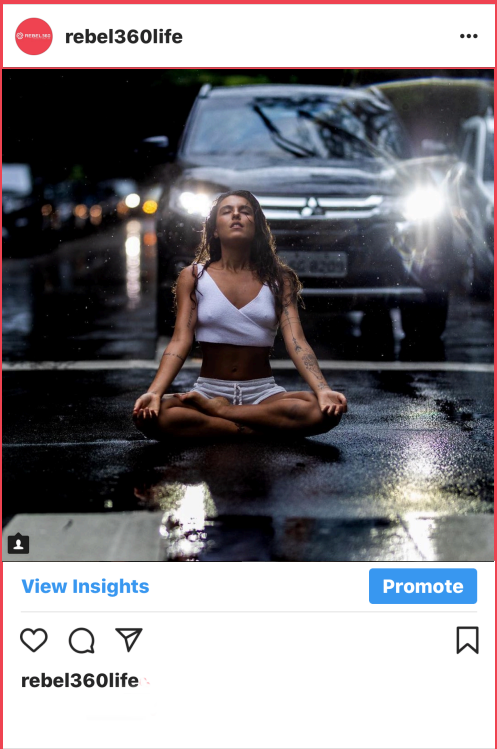
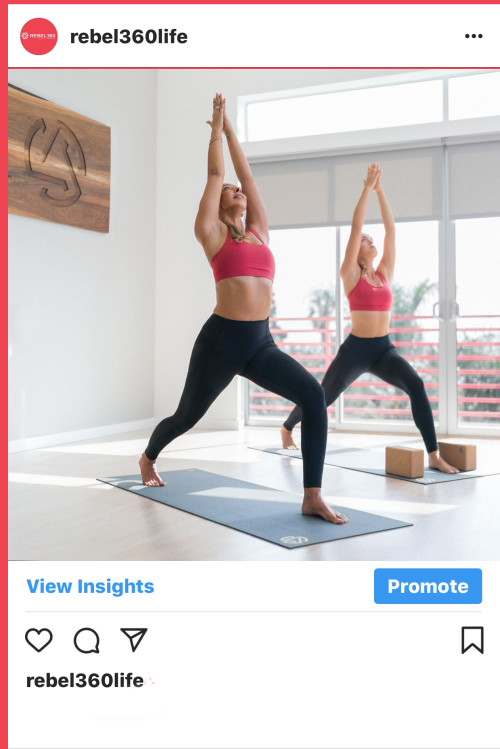


THEMES	Recipes, cooking and meal prep tips, lifestyle
VALUE	<p>Cooking healthy meals can be overwhelming with so much information in the marketplace.</p> <p>Rebel360 cooking content offers its audience expert tips on how to develop and perfect cooking skills that will make cooking healthy Rebel360 recipes easy.</p> <p>With meal-prep tips on hand, consumers can plan a 360° approach to their health goals by taking healthy meals on the go all the time.</p>
CHANNELS	Instagram, Facebook, Youtube, Twitter, Pinterest
PLACEMENT	Feed, Timeline, Story, LIVE
FORMAT	Photo, Video
BRAND TAGS	#rebelchef
INDUSTRY TAGS	#cookingtips / #healthyrecipe / #healthymeal / #cleaneats / #cleaneating / #mealpreptideas / #mealprepSundays

Target Persona: Adam, Blaze, Chris, Danielle, Emma, Georgia, Harry, Isabel

Wellness Interests: Fitness, Meal-Prep, Nutrition

Rebels Embrace the Mind, Body & Soul - Yoga

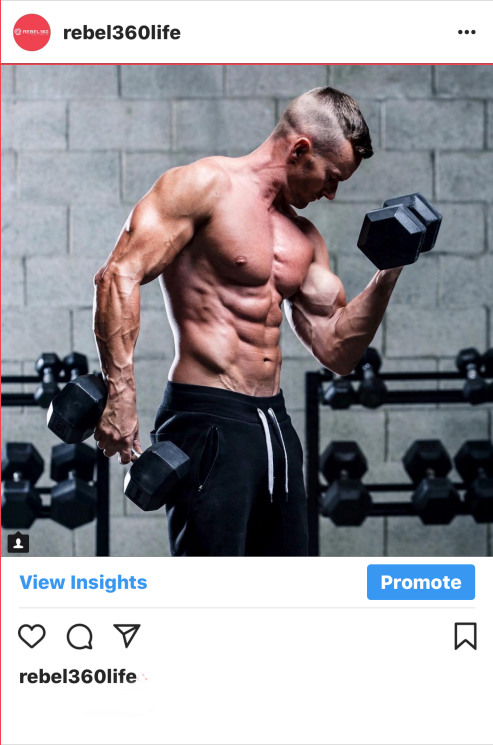
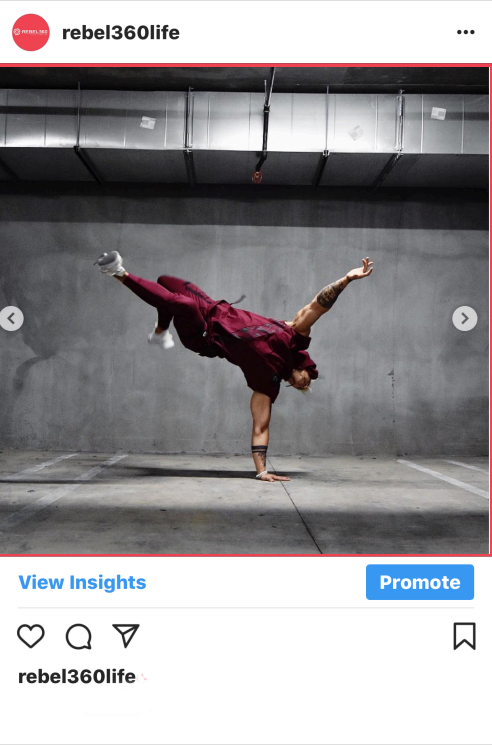


THEMES	Yoga Poses, tips, instructionals, challenges, lifestyle
VALUE	<p>Many consumers are unaware of the value of yoga and how it can elevate your mind, relieve stress and provide pre and post workout recovery.</p> <p>With our 360° approach to health and fitness, Rebel360 yoga content will take consumers through a safe and effective journey that will balance their busy and active lifestyles.</p>
CHANNELS	Instagram, Facebook, Youtube, Twitter, Pinterest
PLACEMENT	Feed, Timeline, Story, LIVE
FORMAT	Photo, Video
BRAND TAGS	#rebelstrong
INDUSTRY TAGS	#mindbodyspirit / #yogalife / #yogaeverywhere / #yogainspiration / #yogaposes / #meditation

Target Persona: Danielle, Emma, Faith, Georgia

Wellness Interests: Fitness, Mental proficiency

Be Rebel Strong – Fitness & Running

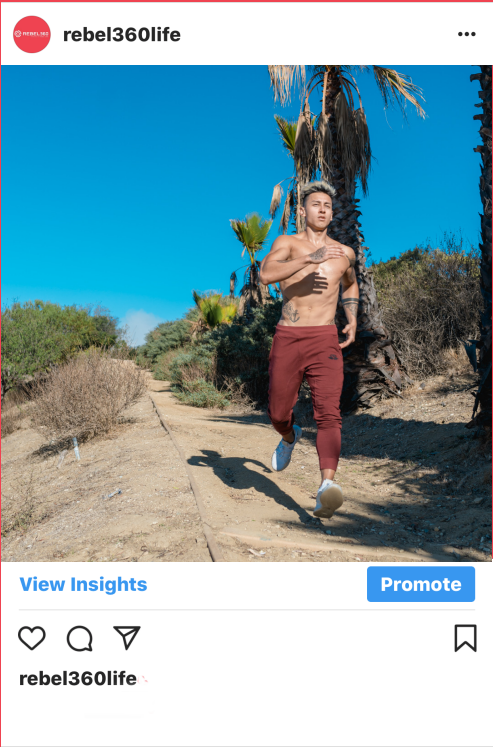
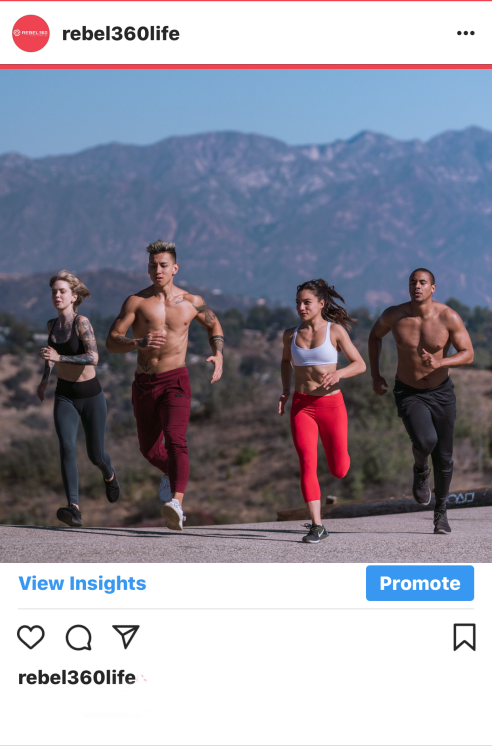


THEMES	Inspirational fitness imagery, Structured workouts, tips, instructionals, challenges, lifestyle, action-packed, adrenaline pumping entertainment
VALUE	<p>Fitness content online is plentiful, but expert fitness content as part of a tracked 360° program is not.</p> <p>Rebel360 fitness content will provide consumers with fitness inspiration that will complement their traditional workout regimen. Workout anywhere with a structured, simple to follow program that promises results. Combine the Rebel360 program with the cooking, yoga, running and nutrition programs for a 360° approach to your health & wellness.</p>
CHANNELS	Instagram, Facebook, Youtube, Twitter, Pinterest
PLACEMENT	Feed, Timeline, Story, LIVE
FORMAT	Photo, Video
BRAND TAGS	#rebelstrong
INDUSTRY TAGS	#weightlossjourney / #transformationTuesday / #crossfit / #fitnessfirst / #fitnessgoals / #fitinspiration

Target Persona: Adam, Blaze, Chris, Danielle, Emma, Faith, Georgia, Harry, Isabel

Wellness Interests: Fitness

Run Like a Rebel –Running

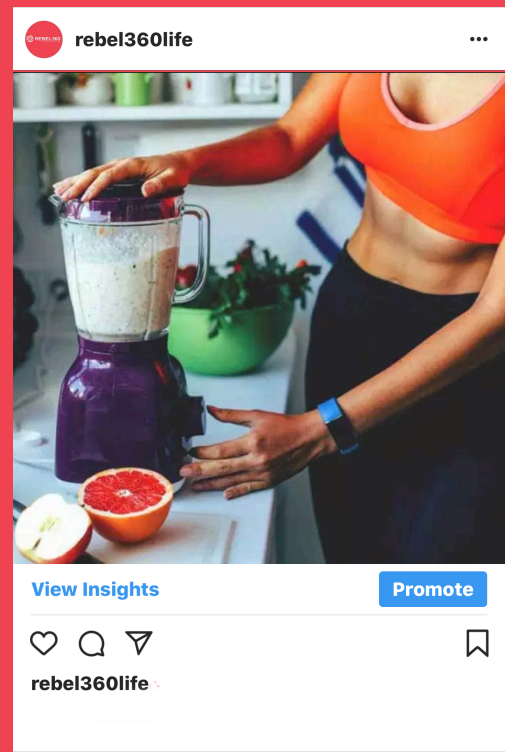
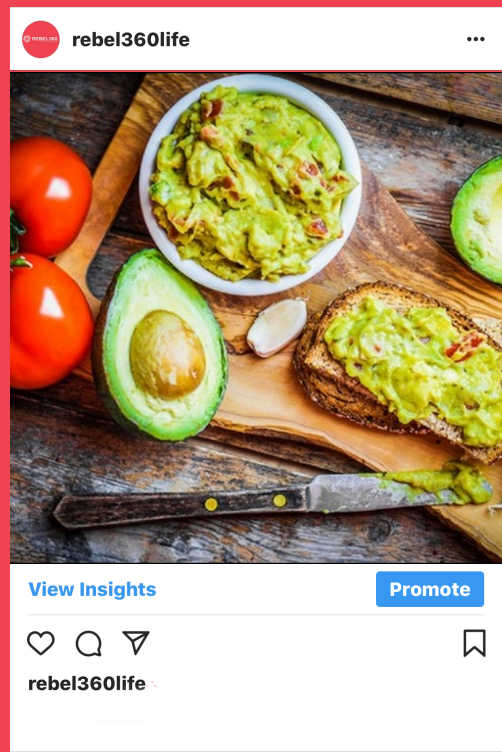


THEMES	Inspirational running imagery, Structured running workouts, tips, instructionals, challenges, lifestyle, adventurous
VALUE	<p>Rebel360's running program will be taught by Carl Lewis, a 9 time Olympic gold medalist! Mind = Blown! It's not everyday you get to learn from a legend!</p> <p>Rebel360 running content will inspire current running enthusiasts to train harder and exceed their goals. New-comers will find tips and challenges useful for cardio training. Peppering Carl Lewis into content will spark nostalgic feelings among our older demo, bridging the gap between our younger and older audiences.</p>
CHANNELS	Instagram, Facebook, Youtube, Twitter, Pinterest
PLACEMENT	Feed, Timeline, Story, LIVE
FORMAT	Photo, Video
BRAND TAGS	#rebelstrong #runlikearebel
INDUSTRY TAGS	#weightlossjourney / #transformationTuesday / #crossfit / #fitnessfirst / #runninggoals / #runninginspiration / #runningmotivation / #runningday / #runninglife / #runningaddict / #running / #runforlife

Target Persona: Blaze, Chris, Danielle, Georgia, Isabel

Wellness Interests: Fitness

The heart of the 360° program - Nutrition

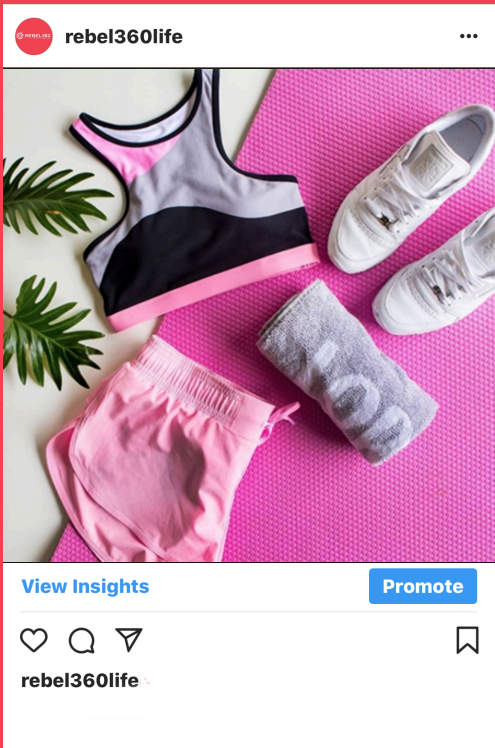
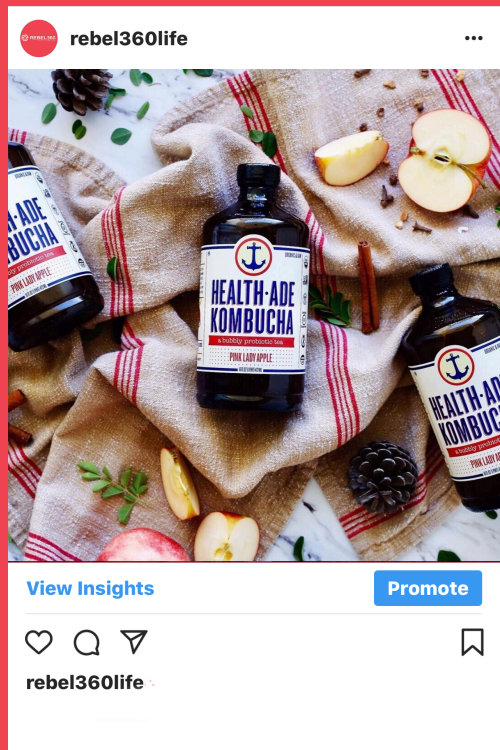


THEMES	Fresh ingredients, lifestyle imagery, listicles, infographics
VALUE	<p>Nutrition is at the core of the Rebel360 program and links all the tracks together to create a holistic approach health and wellness.</p> <p>Through lifestyle and educational content, Rebel360 experts will empower consumers to be confident in making healthy choices. Content will guide users through the clutter of mainstream trends and provide advice on what foods offer consumers the most value to your overall health while also helping them reach their overall fitness goals.</p>
CHANNELS	Instagram, Facebook, Twitter, Pinterest
PLACEMENT	Feed, Timeline, Story, LIVE
FORMAT	Photo, Video
BRAND TAGS	#rebelchef
INDUSTRY TAGS	#healthylifestyle / #stayhealthy / #behealthy / #healthishappiness #healthyrecipe / #healthymeal / #cleaneats / #cleaneating

Target Persona: Adam, Blaze, Chris, Danielle, Harry

Wellness Interests: Meal-Prep, Nutrition, Mental proficiency

Rebel306 Product

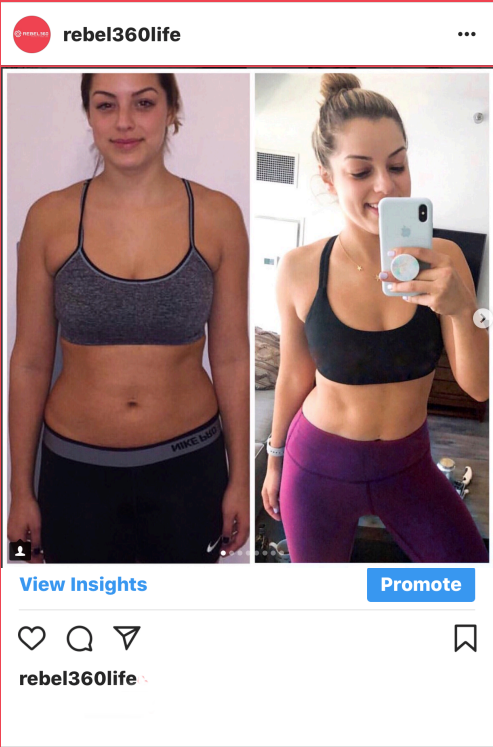
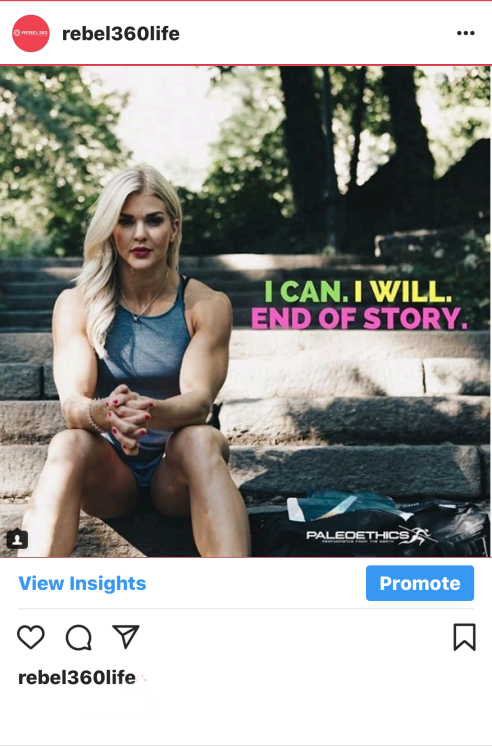


THEMES	Flat lays, lifestyle
VALUE	<p>Showcase Rebel360 apparel and accessories (when available) in an aesthetically pleasing way to complement all other content. With a market saturated with fitness products, position Rebel360 accessories as must-haves not only to create exclusivity, but to spread brand recognition. Create a culture by dressing our audience up head-to-toe in Rebel360 gear.</p> <p>Demonstrate how Rebel360 apparel and accessories complement the overall Rebel360 program.</p>
CHANNELS	Instagram, Facebook, Twitter, Pinterest
PLACEMENT	Feed, Timeline, Story, LIVE
FORMAT	Photo, Video
BRAND TAGS	#rebelstrong / #rebelgear
INDUSTRY TAGS	#fitnessfashion / #fitnessgear / #fitnessaccessories / #activelifestyle

Target Persona: Adam, Blaze, Chris, Danielle

Wellness Interests: Fitness

Curated / UGC



THEMES	Inspirational fitness imagery, workouts, tips, instructionals, fitness lifestyle, action-packed, adrenaline pumping entertainment, yoga lifestyle, yoga poses, yoga instructionals, nutrition lifestyle
VALUE	<p>The social environment is extremely noisy and consumers are more than ever turning to trusted influencers for product recommendations. By partnering with influencers to create content, Rebel360 positions itself as a trusted brand amongst a busy and confusing market place.</p> <p>By turning to its own community for UGC, Rebel360 not only provides “proof” that consumers can succeed at achieving their goals when following the program, but also cultivate a culture that inspires others to join our cause.</p>
CHANNELS	Instagram, Facebook, Youtube, Pinterest
PLACEMENT	Feed, Timeline, Story, LIVE
FORMAT	Photo, Video
BRAND TAGS	#rebelstrong

Target Persona: Adam, Blaze, Chris, Danielle

Wellness Interests: Fitness, Meal-Prep, Nutrition, Mental proficiency

BRAND HASHTAGS

#rebelstrong – main tag

#rebellife

#rebelgear

#rebelchef

Posting Cadence

December - January



POST TYPE

1. Cook the Rebel Way
2. Rebels Embrace the Mind, Body & Soul
3. Be Rebel Strong
4. The Heart of the Rebel360 program
5. Curated

MEDIA

- A. Photo
- B. Video

Sun	Mon	Tue	Wed	Thur	Fri	Sat
	1B		2A		3B	
4A		5A		1A		2B
	3A		4B		5B	
1B		2A		3B		4A

December - January



POST TYPE

1. Cook the Rebel Way
2. Rebels Embrace the Mind, Body & Soul
3. Be Rebel Strong
4. The Heart of the Rebel360 program

Sun	Mon	Tue	Wed	Thur	Fri	Sat
	December			January		
	December			January		
	December			January		
	December			January		

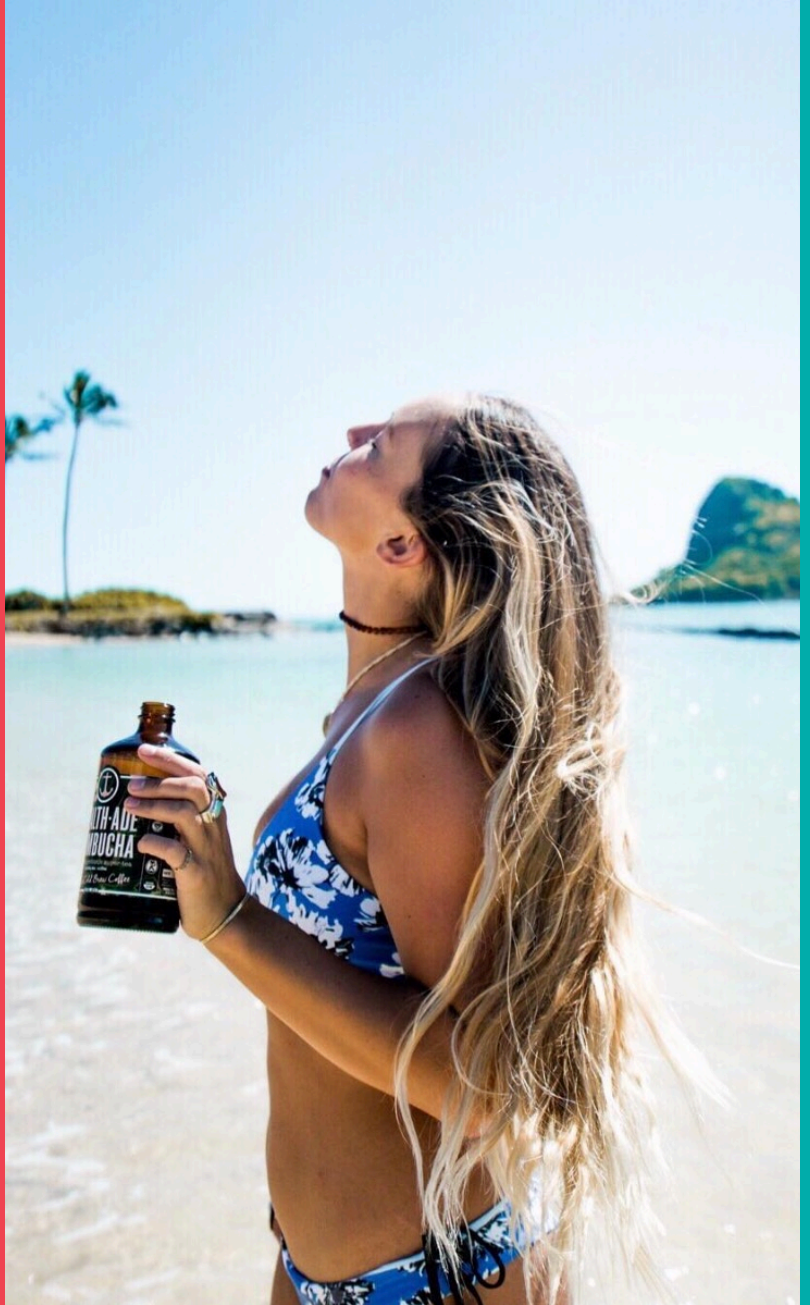
Content Aesthetic

The overall look and feel for Rebel360 content on social media should be a cross between Nike's dramatic filtered look with Apple's bright and colorful imagery.









Guidelines

1

Let the imagery be the hero

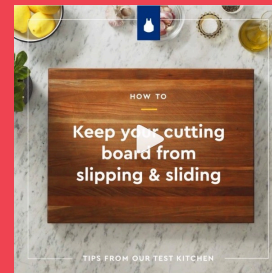


Allow exceptional imagery to do the heavy lifting.

Utilize post caption to relay any important information, allowing the imagery to captivate your audience.

2

Prioritize legibility, brevity & immediacy



Any copy on the graphic should be legible & easy to understand.

Words compliment the imagery, the are not redundant with what's already conveyed in the image

3

Lighting is always important



Lighting can elevate your subject & therefore intrigue your audience.

Lighting is just as important as any other content development component, never to be sacrificed.

Design Guidelines

Photo Content

- Text Overlay Guidelines
- Logo Placement
- Filters



FPO

Video Content

- Text Overlay Guidelines
- Logo Placement
- Intro Cards
- End Cards

FPO

Best Practices by Channel

Sprout Social

Photo

- File size < 5MB

• Video

- FB/YT: 16 x 9 1080p
- IN: 1 x 1 1080p
- TW: 16 x 9 1024 x 576



- ✓ **Channel Copy: Keep Copy Short*** - brevity drives engagement. Ideally, copy should be:
 - ❖ **Organic Posts** 1 – 80 characters
 - **For Videos**, make sure to include: **Title**, **Description** (caption), **Thumbnail**, **Tags** (relevant tagging helps discoverability)
 - ❖ **Paid Posts** 5 – 18 words
 - **Headline** 5 words
 - **Main Text** 14 words
 - **Description** 18 words
- ✓ **Focus on High Engagement** over quantity
- ✓ **Best Practices**
 - ❖ **Proper Attribution:** When sharing curated content, make sure to always properly tag contributor. If contributor does not have a Facebook Page, a simple callout will do.
 - ❖ **Upload Video natively to Facebook** rather than sharing from YouTube
 - ❖ **Prioritize**
 - **Video**
 - Live
 - Pre-Produced
 - Ideal Length = :30 - :60
 - AR/VR/360
 - Stories
 - **Photo**
 - Eye-catching photography
 - .gifs
 - Cinemagraphs
 - Stories
 - ❖ **Utilize Platform Features**
 - Groups
 - Messenger (Chatbots)
 - ❖ **Specs**
 - **Video****
 - **Dimensions**
 - **Regular:** 1280 x 720 (for both landscape & Portrait)
 - **360°:** max 4096 x 2048
 - **Aspect Ratio**
 - **Landscape** = 16:9
 - **Portrait** = 9:16 (if contain link, then 16:9)
 - **360°** = 2:1
 - **File Size**
 - **Regular:** Max 4GB
 - **360°:** 1.75GB
 - **Photo**
 - **Profile:** >180 x 180 px
 - **Cover:** 820 x 310 // Best Results at RGB , JPG or PNG if contains text or Logo
 - **File Size:** < 100



- ✓ **Channel Copy: Keep Copy Compelling*** - Copy should show off brand's personality, entertain audience & prompt viewers to engage. Ideally, copy should be:
 - ❖ *Organic Posts* 138 – 150 characters
 - ❖ *Paid Posts* ≤ 125 characters
- ✓ **Focus on High Engagement** over quantity
- ✓ **Best Practices**
 - ❖ **Proper Attribution:** When sharing curated content, make sure to always properly tag contributor. If contributor does not have an Instagram profile, a simple callout will do.
 - ❖ **Hashtags** Use hashtags that are relevant to the brand purpose & will help potential customers find us. *Max allowed: 30*
 - ❑ Recommended
 - ❑ 1 brand tag
 - ❑ 2 targeted & relevant tags based on post type
 - ❑ 2-3 tags specific to what's in the photo
 - ❖ **Prioritize**
 - ❑ Compelling Photography
 - ❑ Stories / LIVE
 - ❖ **Specs**
 - ❑ **Video****
 - Resolution
 - Landscape = min 600 x 315
 - Square = 1080w (height = variable)
 - Vertical = 750 x 1334
 - Aspect Ratio
 - Landscape = 1:91:1
 - Square = 1:1
 - Vertical = 4:5
 - File Size = max 4GB
 - Format = .mp4 / .mov
 - Length = max :60
 - Frames: 30fps
 - ❑ **Photo**
 - Profile = 1:1 ratio
 - Feed = 1080 x 1080 px
 - Landscape = 1080 x 566
 - Portrait = 1080 x 1350



- ✓ Channel Copy: Focus on Keywords* - Youtube is a search engine and relies on text to organize and rank videos. Ideally, copy should be:

- ❖ **Title** **70 characters**
 - Search results cut off after 70 characters
- ❖ **Description** **157 characters**
 - Search results cut off after 157 characters - keep most important info in the first sentence

- ✓ Best Practices

- ❖ Video Upload
 - ❖ **Length** - top 50 videos on Youtube are just shy of 3 minutes long
 - Short Form = :30 - 3 minutes
 - Long Form = Youtube is the ideal platform for long-form video and video series content
 - ❖ **Thumbnail** - optimize for Education, Entertainment, Conversion
 - ❖ **Playlists** - utilize playlists to keep videos organized. Additionally, utilize Playlist URLs to redirect viewers back to Playlists to maintain high channel retention
 - ❖ **Tagging**** - focus on relevant tags that stem from Title & Description keywords & keyword phrases
 - Utilize Youtube search, Google Analytics & 3rd Party tagging apps to identify & optimize tags
- ❖ Specs
 - ❖ Photo
 - **Profile:** 800 x 800 px
 - **Cover:** 2560 x 1440 px
 - **Video****
 - **Thumbnail** = 1280 x 720
 - **Aspect ratio** = 16:9
 - **HD** = at least 1280 x 720 px



✓ **Channel Copy:** *Even though Twitter doubled its character count to 280 in 2017, keep it short & sweet. Ideally, copy should be:*

❖ *Organic & Promoted Tweets* 71 – 100 characters

✓ **Best Practices**

❖ **Proper Attribution:** When sharing curated content, make sure to always properly tag contributor. If contributor does not have a Twitter profile, a simple callout will do.

❖ **Hashtags** Use hashtags that are relevant to the brand purpose & will help potential customers find you.

❑ Recommended: 1-3 relevant tags (includes Brand Tags)

❖ **Prioritize**

❑ News / Blogs / Educational

❑ Gifs / Video

❖ **Specs**

❑ Photo

➤ Profile = 400 x 400

➤ Header = 1500 x 500

➤ Max file size = 10MB (jpg, gif, png)

➤ In-Stream

➤ Dimensions

➤ Min = 440 x 220

➤ Max = 1024 x 512

➤ Photo File Size: 15MB (organic) / 3MB (promoted)

➤ .gif File Size: 15MB (web max) / 5MB (mobile)

3MB (promoted)

❑ Video**

➤ Dimensions

➤ min: 32x32

➤ max: 1280 x 1024

➤ Aspect Ratio = between 1:2:39 to 2:39:1

➤ File Size = max 512MB

➤ Format = .mp4 (web) & .mov (mobile)

➤ Length = max 140 secs

➤ Frames = 40fps



✓ Channel Copy: Focus on Keywords* - Pinterest behaves like a search engine in order to offer the best discovery experience. Ideally, copy should be:

- ❖ *Board Name* 200 characters
- ❖ *Board Description* 500 characters
- ❖ *Pin Description* 500 characters

✓ Best Practices

- ❖ Consider
 - ❑ Infographics
 - ❑ Step-By-Step Guides
- ❖ Hashtags are BACK TO STAY
- ❖ Specs
 - ❑ Photo
 - ❑ Profile = 165 x 165
 - ❑ File Size = max 10MB
 - ❑ Feed = 600 x 900 (2:3 aspect ratio)
 - ❑ Minimum image width allowed = 600 pixels
 - ❑ File Name = Optimize for Search - use keywords in file name
 - ❑ i.e. Low Carb High Fat Breakfast Recipe_Date.jpg