

Shert

**SOCIAL MEDIA
PLAYBOOK**

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THE GOALS

In this section, we'll set some big goals that help drive the growth of the business through getting users to take action. We'll look at a major primary goal and talk about how we break down secondary goals and track them regularly.

Primary Goals

Think of this as a way to bring in new clients and drive revenue. “If we only hit this one goal this year, we’ll know we were successful on social media.”

AFTER SHERT’S LAUNCH ON OCT. 1, SELL 350 SHERTS THROUGH THE LAUNCH PARTY. BY NOV. 1, SELL 750 SHERTS (ONE MONTH) THROUGH SOCIAL MEDIA AND THE WEBSITE.

BY AUGUST 30, HAVE INSTAGRAM AND FACEBOOK CREATED AND FULLY BRANDED.

- Includes having the username @putonashert, having a cohesive profile picture and bio, website in the bio, and under a business profile if allowed on the platform.

BY SEPTEMBER 1, HAVE A CONTENT CALENDAR FINISHED THROUGH OCTOBER 1 FOR ALL SOCIALS.

- Using our recommendations for frequency of posts for each platform, have the actual content (photo, video, or graphic) on the calendar with captions, tags, etc...
- With the photo shoot Aug 10, we will have enough time to incorporate professional photography into the calendar.

Secondary Goals

These are what we call “vanity numbers” to track things like growth and engagement. While these numbers aren’t the focus, they are important to watch to inform your goals.

OTHER THINGS WE WANT TO MEASURE

FREQUENCY

Number of posts published per month

AUDIENCE

New fans and followers

REACH

Total number of people who have seen your content

ENGAGEMENT

Interactions, story views, comments, shares



THE AUDIENCE

In this section, we'll narrow down our audience by identifying what their goals are, where they are scrolling and what some of their frustrations are. We also dive into the best way to communicate with them by pinpointing the "sweet spot" of Shert's voice and tone on social media.

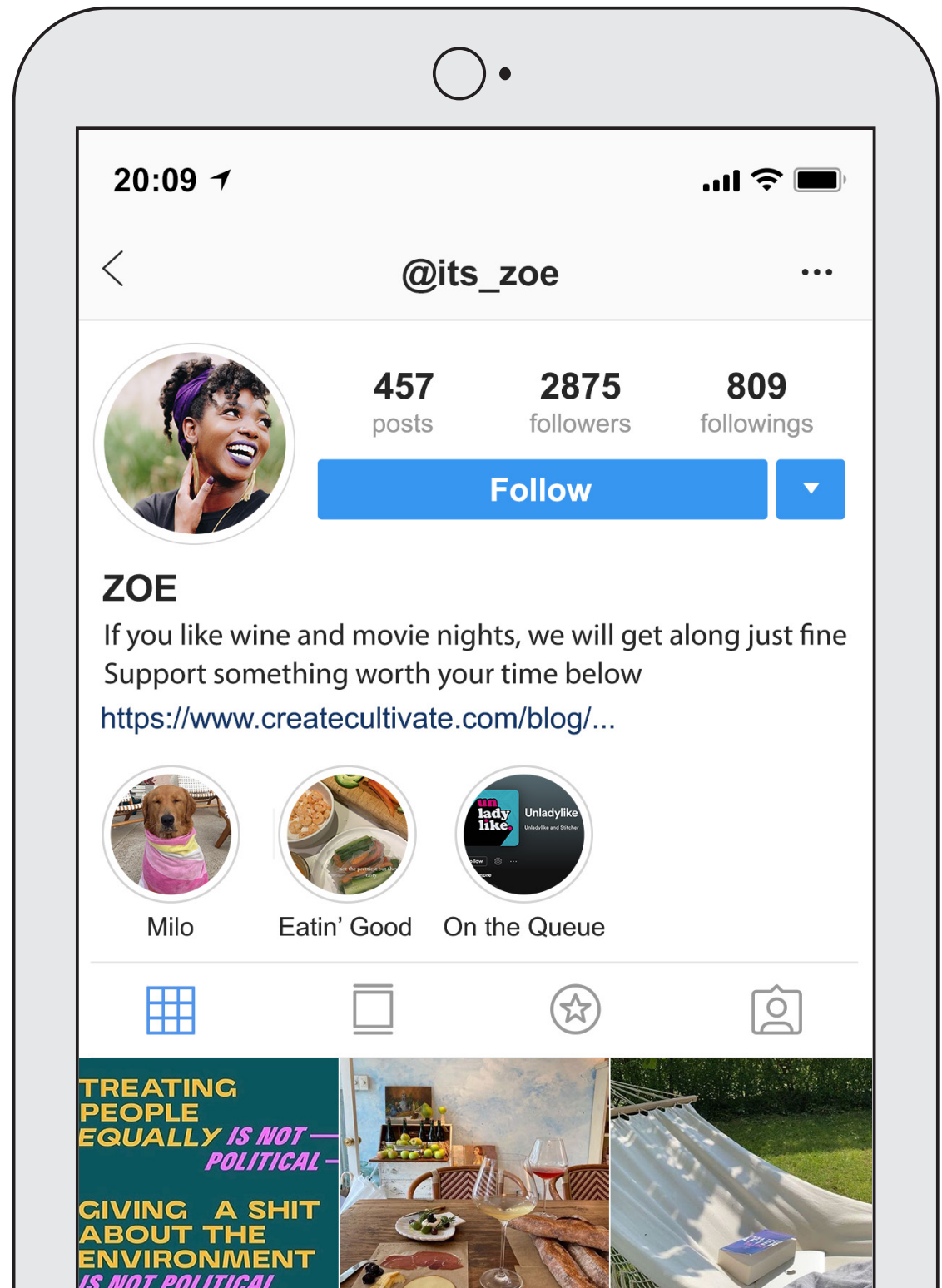
What We Know

They are Millennials and Xennials

They are socially savvy, politically active, and aware

They appreciate thought out details and good customer service along with the quality of the product

They are confident in their personal style but are looking for a go-to versatile tee





AGE

Zoe is likely between 25-45.

WHEN IS SHE ONLINE

Before leaving for work, Zoe scrolls through socials and eats breakfast. She scans the news on the subway to and from work. She will hop on socials on her lunch break and after work. Zoe is constantly up to date on what is going on because she works in the advertising field. She gets in a last scroll before falling asleep.

AFFINITIES

Zoe has a liking towards expressing herself through fashion, following current events/the latest celeb gossip.

WAYS TO CONNECT

Using Instagram and Facebook is the best way to connect with Zoe. She feels special brands repost and respond to her messages.

GOALS

She is outspoken and loves using her big personality to start a conversation, she wants everyone to feel comfortable and welcome around her. Zoe understands that no one is perfect and can admit when she is wrong or has made a mistake. Zoe finds it very important to support businesses that reduce waste and she loves to support newer brands, especially if they are run by women or someone of color. Equality is important to her!

HESITATIONS

She is slightly hesitant to buy such a bold t-shirt and stand up for her beliefs publicly and on social media. Once she makes this step, she will be closer to embracing her inner self-confidence.

MOTIVATE ACTION

Zoe responds best to clever, engaging, and shareable content. She wants to feel like she is supporting a brand that is ethically conscious and shares similar viewpoints.

Brand Voice

Five second rule:

If you had five seconds to tell people who Shert is...

“We make quality & clever Sherts that talk for the people wearing them. They speak up about backhanded compliments, being self-confident, and show our support for women.”

HOW WE WANT TO SOUND...

BOLD AND PASSIONATE PAIRED WITH CLEVER COMMENTS.

SASSY AND AWARE ABOUT OUR VIEWS AND CURRENT EVENTS.

Brand Voice

There is a sweet spot for our voice and tone when we hit all the right notes. Falling short of this, or going over the top, will reduce our ability to connect with our target audience.

On this page, you'll see how we have articulated this sweet spot, as well as what we consider to be not enough or too much of each quality.

NOT ENOUGH

Timid
Self-conscious
Scared

Compromising
Bland
Basic

Passive
Ignorant

SWEET SPOT

Confident
Clever
Bold

Sassy
Unique

Educated
Informed
Vocal

TOO MUCH

Arrogant
Conceited
Judgemental

Obnoxious
Irritating
Annoying

Offensive
Exclusive

Shert We Say!

Shert we don't say:

- We don't want to come off exclusive or aggressive.
- We want to be seen as witty or clever without sounding rude or bitter.
- We don't want to seem unauthentic or cliché.

+ CHAMPIONING WOMEN

+ UNAPOLOGETICALLY OUTSPOKEN

+ DETAIL-OBSESSED

+ MADE TO MAKE A STATEMENT

+ WE GIVE A SHERT

+ FASHION MEETS ACTIVISM

+ WEAR WHAT YOU CARE ABOUT



THE STRATEGY

In this section, we'll give insight into the social media landscape, what we know about the way social media has changed and ideas for advancing the Shert's social media.

What We Know

Content on social media

WE HAVE TO CREATE CONTENT THAT CAN BE SHARED.

Honing in on what makes our audience care through:

- Funny content. Help people laugh.
- Help people learn something new.
- Stunning visual content.
- Inspire people through storytelling.

WE HAVE TO GET OUR AUDIENCE TO CARE.

Creating original content that makes our audience share by:

- Reinforcing a sense of self-identity (“This is so me.”)
- Connecting with someone else. (“This is so you” or “This is so us.”)
- Improving lives by teaching something about ourselves that contains wisdom worthy of passing on. (“This explains everything...”)
- Giving out all the feels and touching on high arousal emotions. (“This restored my faith in humanity.”)

BRAND AWARENESS SHOULD BE LEAKED THROUGHOUT ALL CONTENT.

Sharing all the things that make you valuable, unique and relevant in our audiences lives by:

- Featuring our people, places, products and processes.
- Keeping a consistent visual voice by incorporating brand identity and a signature style.
- Highlighting and educating customers on the problems you solve.

IF WE DO THE FIRST 3, WE CAN CONVERT.

Creating content that makes your audience take action by:

- Speaking to their motivations, anxieties, impulses.
- Speaking to your audience directly.
- Reducing the friction of taking action.
- Incorporating proven formulas.

Primary Platforms

+ **INSTAGRAM**

+ **FACEBOOK**

+ **TWITTER**

+ **YOUTUBE**

+ **PINTEREST**

+ **TIKTOK**

+ **SNAPCHAT**

CHANNEL SPECIFIC FEATURES:

Each channel comes with specific features you can utilize to increase engagement, reach and following.

INSTAGRAM

1 **POSTS**
Square in the feed or a 4:5 ratio in the scroll posts can be an image, graphic or video but not a .gif file.

2 **STORIES**
Stories lets Instagram accounts post photos and videos that vanish after 24 hours.

3 **REELS**
Instagram's newest feature allows 15 to 30-second video clips. These are easily accessible with the new Reels tab at the bottom of your IG screen.

4 **IGTV**
IGTV allows users to share high-quality videos up to 60-minutes long and for both vertical and horizontal viewing.

5 **GUIDES**
Guides are a compilation of photos along with explanations to create helpful information related to an experience, product or service.

6 **SHOP**
A customizable storefront allowing people to shop directly on business profile pages.

Instagram

Instagram is going to be our main platform, most content will be created for IG. With Instagram's incoming change, there is a larger focus on video content and utilizing a range of their tools and features. Along with a planned out content calendar, add in timely posts about current issues/time sensitive information.

WHAT TO ACTIVATE

3 STATIC FEED POSTS PER WEEK, 5 TOTAL

(Including Reels displayed in feed)

Our audience values a higher quality post rather than spam. Near a new drop/launch we will be posting more frequently than this to give attention to the website. Our reels will be posted in our feed, videos attract engagement!

7-10 STORIES PER WEEK

Approximately 7 of these stories per week will be preplanned, leaving room for behind the scenes content and time sensitive stories. To keep our brand authentic, it is important we post things that are unplanned and things happening at that moment. Stories are a quick and easy way to interact with followers, boost engagement, and display branding and our brand voice.

2-3 REELS PER WEEK

Reels will be more of an emphasis due to Instagram changes and updates but also will be shown as feed posts.

PROFILE TOOLS

HANDLE

Update your name and make sure you have a handle that directly relates to your business and can be easily found

PROFILE IMAGE

Use a professional photo (like a clear headshot) or your logo for quick brand familiarity.

BUSINESS CATEGORY

Select the correct classification for your business so platforms can help new followers find you.

HIGHLIGHT COVERS

Update your covers with recognizable icons and colors to reinforce brand recognition and create a cohesive profile view.

BIO

Keep it simple! This should be a quick read stating what you do/ offer, who you serve and where you do it – that's it. Be sure to include your website and address to encourage more profile engagement.a cohesive profile view.



Instagram Shop Feature

PROS

- Mobile optimization, meaning products can be tagged with the link on posts making it easy to find and add to cart
- Reduced clicks, meaning the customer doesn't have to click around to different sites if they want to shop different businesses at once
- Streamlined checkout, meaning they store all of the info needed (payment and shipping info) so checkout is a breeze

CONS

- Transaction fees, meaning Instagram will charge a selling fee of 5% per shipment or a flat fee of \$0.40 for shipments of \$8.00 or less, meaning in the long run it may not be worth it
- No customer data, meaning only receiving order and shipping information is provided to our company and Instagram handles the rest. Instagram even handles emails about order placement, containing order summary, shipment and delivery details. Instagram also does all the returns, refunds, data collection and management so they really don't have contact with our brand
- Product catalog, meaning we have to create the product catalog on Facebook which is only used for Instagram users. Also, our account must be set up as an Instagram business account

FACEBOOK

1 **POSTS**
From text only, over-sized text, graphics, photos, videos and carousels.

2 **GROUPS**
Open and closed groups exist to help create a more curated audience with a common topic or connection.

3 **LIVES**
Create live video streams and engage with your audience as they comment in real-time or on a video replay.

4 **STORIES**
First on Instagram and now on Facebook, stories engage your audience through content that disappears in 24 hours.

5 **EVENTS**
Gain tractions for a day and time that something important is happening for both in-person and online events.

6 **PAID ADS**
Get in front of potential customers by selecting your target demographic with paid ads so you can sell while they scroll.

Facebook

Facebook is a pay-to-play game, only 6-10% of our audience actually sees feed posts unless they are boosted.

WHAT TO ACTIVATE

PUSH IG CURATED STORIES TO FACEBOOK

Use the same content from IG to post to the Facebook platform for additional views and engagement. We won't be creating any original content for Facebook, it is all rollover. Instagram will automatically post stories to our Facebook.

PAID ADS

Push Paid Ads on Facebook directly to users age 25-45 with Clothing/Fashion interests. We can also target people in the US, starting off by putting an extra push towards the midwest area and KC specifically. We also want to target mothers, women starting a new job, or other life events similar to this.

- Facebook provides the highest ROI of all paid channels for a majority of companies.
- More than 1 in 3 listed Facebook ads as their best performer in terms of ROI.



THE CONTENT

In this section, we'll outline content pillars, share our posting with purpose philosophy and take a look at sample content.

PILLARS

1 OH SHERT!

Posting our product is going to be the main thing we do on socials, this pillar is just straight up showing the product, where to buy it, how to buy it, etc. This content will be videos and photos and can be incorporated in graphic, mostly flatlays.

2 GIVE US THE DEETS

This is a pillar to show the attention to detail and personal touches. We can use this to show the environmentally friendly packaging, high quality shirt material, personal touches and more. Mostly zoomed-in pics.

3 STREET-STYLE

This is a chance to show user generated content to increase audience engagement. This helps our followers see what Shert looks like in real life and how it can look in their closet. Using hashtags and tagging our account gives people the opportunity to be featured on our feed.

4 THE LATEST

Keeping up with current issues and events that relate to our audience will be important to show that we are “woke”. This content will be very sharable and shows that our brand stands for something bigger.

5 A REAL SHERT STORY

This is a pillar to talk about the “behind the scenes”. Posting about Shert’s creation and values will show our authenticity and humanize our brand. Here we can also show how we give back to the community.

6 ALL IN THIS TOGETHER

Sharing reviews, user-generated content, interactive posts, and testimonials will fall under this pillar. We are creating a community where women can feel confident and supported. This can be in the form of graphics or videos for the most part.

7 CAMPAIGN AND EXPLAIN

Including this pillar will help us incorporate different campaigns and seasonal products we release throughout the year. For Shert’s expansion we want to have a pillar that gives us room to expand. We can show the ideas and background to each unique campaign.

8 ONE-LINERS

This content will really display our brand personality and voice. We will curate relatable and shareable content to increase reach and brand awareness. This will be in the form of graphics with the use of quotes and brand assets.



THE EXECUTION

In this section, we'll talk about ways to plan on social media, what tools we recommend to do so, hashtags that perform well specifically for your brand.

Hashtags

Hashtags are a great tool to getting found on social platforms. By utilizing the correct concoction of hashtags, the people will come to you! On each post, use a mix of brand specific and industry-specific hashtags to ensure your post hits a wide range of feeds

HOW MANY HASHTAGS SHOULD PER POST?

Truth is, it depends! Experts all over the industry suggest different numbers. We suggest focusing on using the hashtags that your target audience is actually paying attention to & choose ones that won't lose your posts in the clutter. Whether that's five hashtags or 20, the number doesn't matter as long as the content is getting in front of your audience's eyes.

BRAND

#shopshert #putonashert #championofwomen #forher #yournewfavoriteshert

#putonashert can be the hashtag we have people submit their user generated content under so we can find it in one place

INDUSTRY

#fashionindustry #fashion #fashiondesigner #fashiondesign #entrepreneur
#fashionline #clothingindustry #clothingline #style #clothingbrand
#fashionista #tshirt #tshirtdesign #style #tshirts #clothing #shirt #design
#streetwear #love #ootd #clothes #apparel #tee #art #instagood #clothingbrand
#onlineshopping #shopping #tees #womensfashion

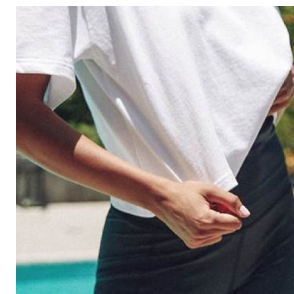
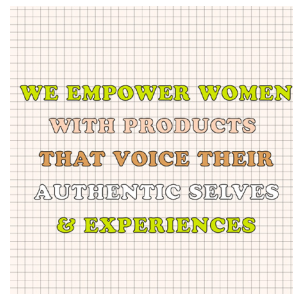
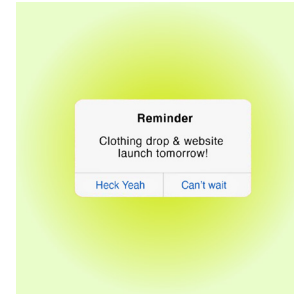


THE LAUNCH

Since Shert is a new company and hasn't been released to the public yet, we need a specific launch strategy. We need a perfect balance to get people excited for the product, but not leave too much room to wait because they can't buy the product until October 1st.

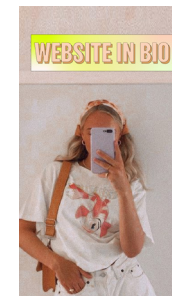
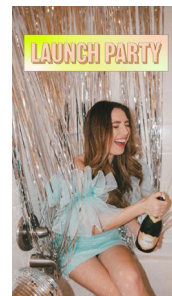
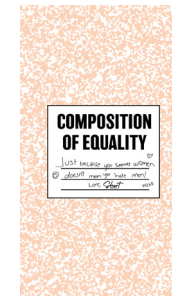
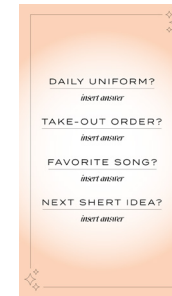
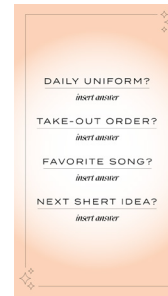
Sample Posts

We've already created content up to the launch. Here is a peek of that content which reflects the established pillars.



Sample Stories

We've already created content up to the launch. Here is a peek of that content which reflects the established pillars.





THE BOOST

In this section, we'll talk about amplifying the distribution of the brand's content. We know that this can happen through putting money behind posts, activating influencers, or prompting a giveaway.

Influencer

A person with the ability to influence potential buyers of a product or service by promoting or recommending the items on social media.

GUIDELINES

- Outspoken on their beliefs, but they must match up with ours
- Not “backgrounding checking” influencers on this can lead to being canceled
- We want them to be passionate about movements like women’s rights, black lives matter, mental health, environmental issues
- Has majority of their audience within our target range (wiggle room on either side)

THINGS TO THINK ABOUT:

- Influencers who show up to our event are most likely interested in us, or they will be after the event
- Implementing a tiered compensation for influencers. This would be based off of their following, how many posts they are doing for us, etc.

Influencer Event

At the influencer event, there will be an opportunity for people to buy Sherts along with receiving a complimentary canvas tote and stickers. If they choose to buy a Shert, there will be a “mini-photoshoot” where we can gather content and take pictures of them in the Shert for them to post to their followers.

SAVE THE DATE:

- Sending this in August to account for mail carrier delays and busy fall calendars
- Email version only but hinting that a physical invitation is coming in the mail so they keep their eye out for it
- This will tell something is coming but not exactly what it is

INVITATION:

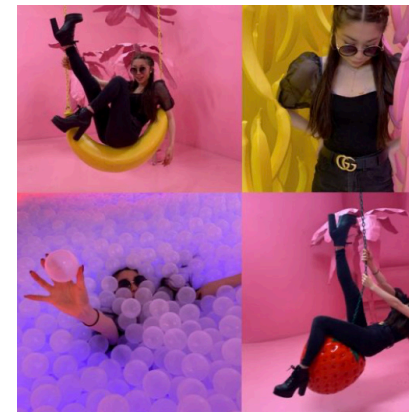
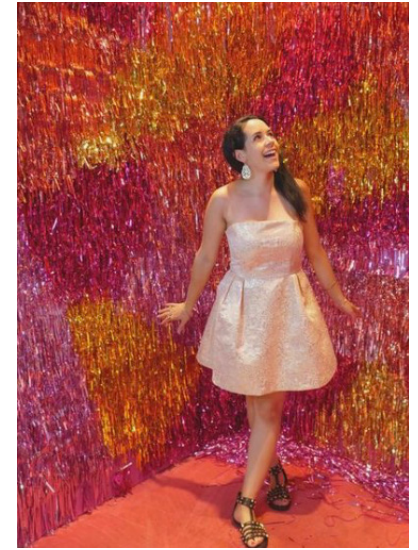
- Sending this 3 weeks before event to allow for time for average delivery time and RSVP response rates
- Asking for them to RSVP by emailing or on our website
- Email version and physical copy
- This will offer a peak on what the event is, what to wear, etc. We will tell them to come photo shoot ready! Sending this 3 weeks before event to allow for time for average delivery time and RSVP response rates
- Asking for them to RSVP by emailing or on our website
- Email version and physical copy
- This will offer a peak on what the event is, what to wear, etc. We will tell them to come photo shoot ready!

FOLLOW UP:

- Sending week of the event
- For influencers who haven't responded to the RSVP, just sending a reminder
- Email version only

Launch Party Idea #1

If we are opting to throw the launch party at the good ole HBI office, doing photo backdrops or some sort of photo booth is an easy way to keep people entertained! Also providing some sort of snack is always fun!



Launch Party Idea #2

If we are feeling fun and wanting a venue for the party, doing it on the patio of Made in KC would offer a cute greenery wall for photos, and with the beautiful fall weather being outside would offer room to move around with fresh air. Having a champagne truck or some sort of bar would get our guests to stay longer and enjoy themselves!



Launch Party Idea #3

Another option venue wise would be to have the party at the Horse Feather Social, aka the rooftop of the Loews hotel. With unbelievable city views our guests are sure to get good Instagram photos. The bar offers drinks and snacks that would be easily available.



Giveaways

This is another social technique that can reach many new followers. When doing a giveaway, having guidelines to enter can increase engagement. For example, having two rules such as follow our account and tag a friend in the comments for entry. Another rule could be to repost one of our posts on their story. Doing this somewhat early on will give us exposure to potential a new audience and get our followers excited for the chance to win.

MAKE IT BIG!

Giveaways can feel overdone unless there's something big and worth it to win. The bigger the prize, the bigger the results.

USE A SOFTWARE TOOL

To make sure you're meeting all guidelines of giveaways, using a software tool to help organize your giveaway and pick the winner keeps your campaign ethical and transparent.



THE VISUALS

In this section, we'll review revisions to the tote bags, hang tags, and sticker sheet.

Tote Bags

INFLUENCER PARTY FAVORS



Hang Tags

ATTACHED WITH A BLACK RIBBON



Hang Tags

**TO BE PURCHASED INDIVIDUALLY OR
INCLUDED IN PACKAGING**



WHAT'S NEXT?

1 FINALIZE
Finalize your goals! These are the driving force to getting results and making sure your team is successful.

2 REVISE
Send over any edits or additions you might have to the Playbook so we can use it as a true guide.

3 PLAN
Our team will utilize this Playbook to create your ongoing social plan month by month.

4 REVIEW
We share each month of content in a Trello board so you can review and provide feedback before approval.

5 SCHEDULE
We schedule your approved content using a software tool to simplify your calendar.

6 ENGAGE
We engage with your social audience by responding to comments, DMs and stories!

THANK YOU!