

# benni

## Social Media Strategy

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## Benni on Social Media

Our voice on social media is clear, concise, and friendly.

We use humor to engage our audience when appropriate, and always uplift and inspire.

Benni looks clean, bright, and soothing.

Our feed is consistent and informative, while inspiring followers to move in whatever way brings them joy.

## 01. Lifestyle

- Activity
- Aspirational
- Benni in use
- People & things
- Motivation

## 02. Product

- Product photography
- Tech info
- Benefits of Benni
- Design images

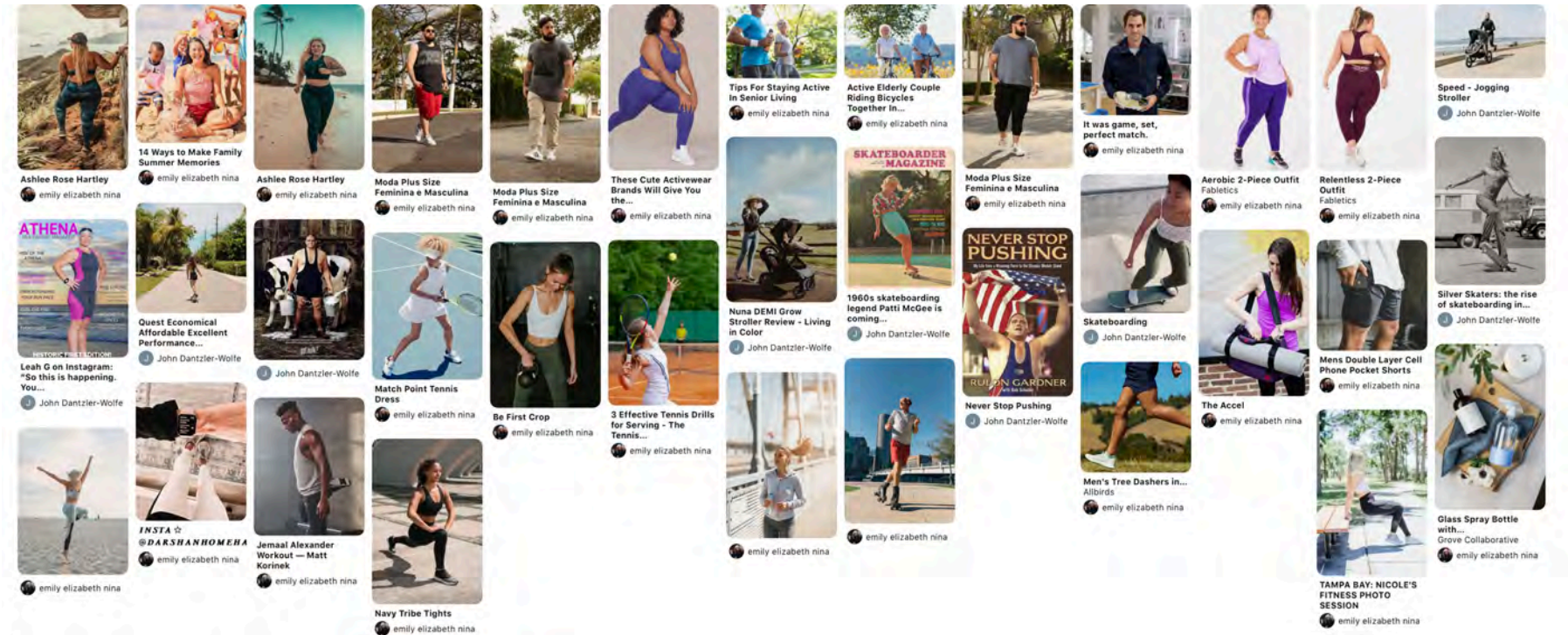
## 03. Culture

- Company news + announcements
- Founder story
- Team takeovers + interviews
- Community + UGC
- Quotes + misc. graphics

# 01. Lifestyle

Content in our lifestyle pillar is aspirational, and shows the world that Benni exists in. Images consist of people being active, masks in use, and motivational posts.

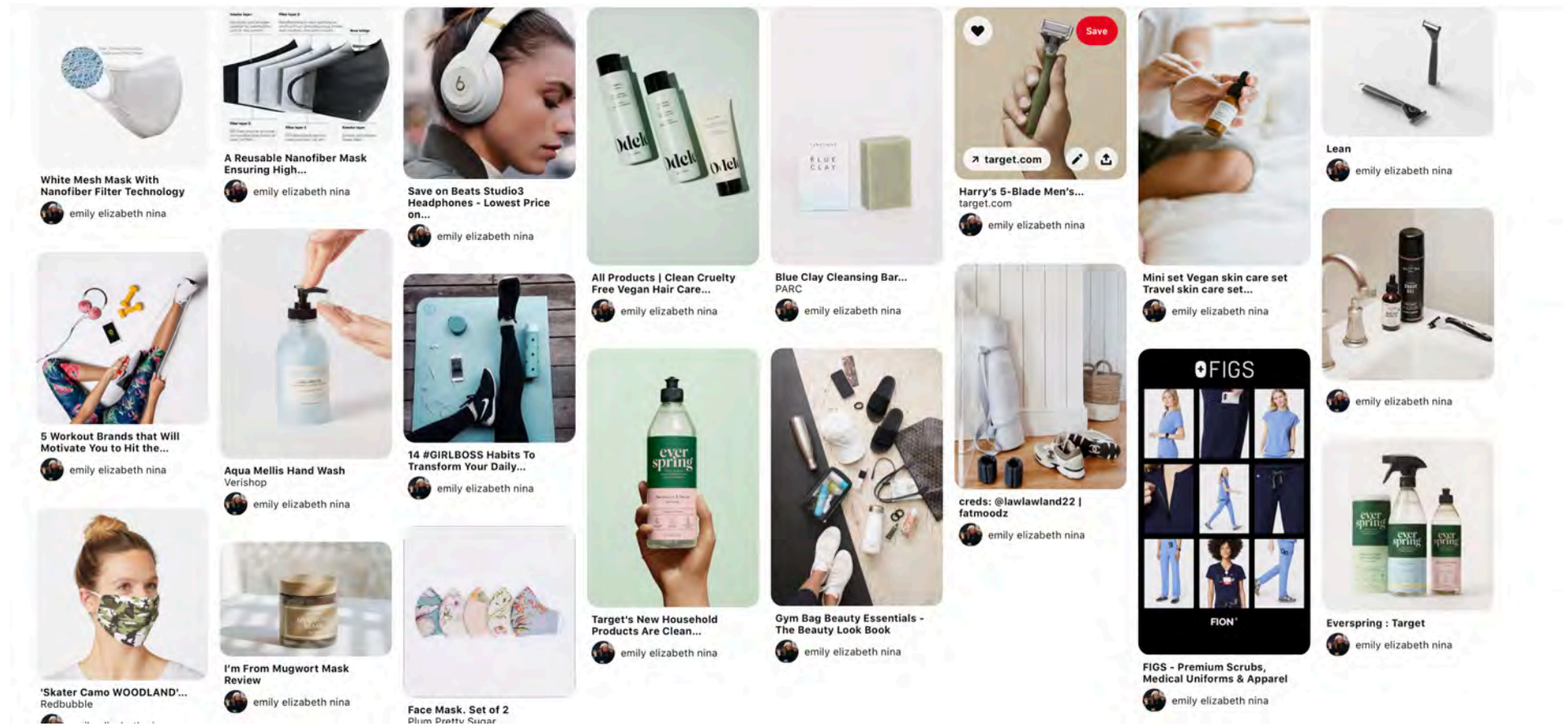
Photos are approachable and natural. No one is intimidating, and we focus on realistic expectations of movement. Every activity realistically requires a mask, and we show all forms of movement, and different body types across the board.



## 02. Product

Often overlapping with lifestyle posts, product content focuses on showcasing Benni. It could be styled product shots, technical images highlighting Bennitech, or the mask within an active context (i.e. a gym bag, etc).

Product photos are not distracting, and show the product clearly. They aren't too bright or overwhelming, and show the customer what they're looking for.



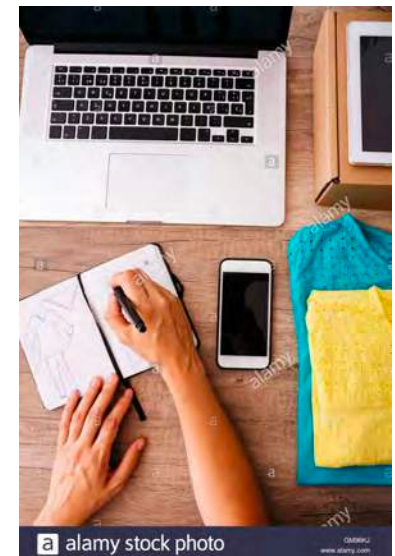
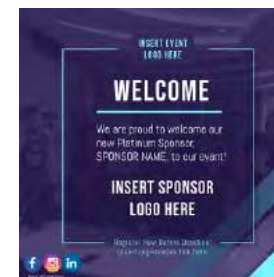
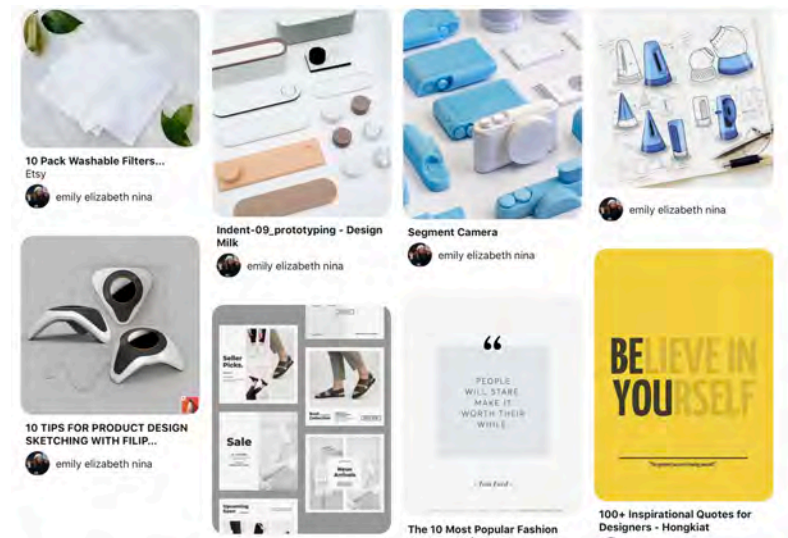
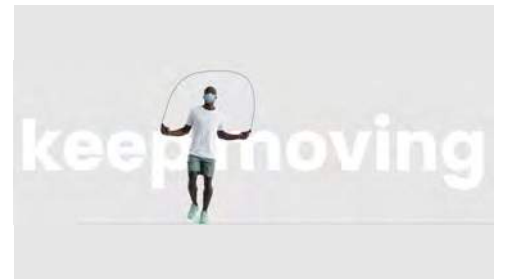
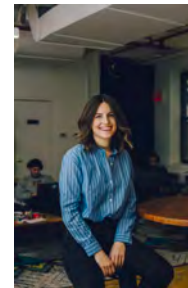
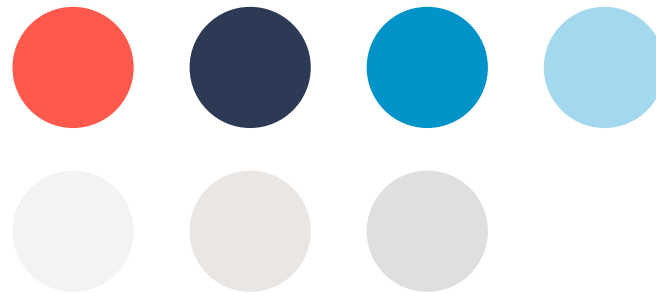


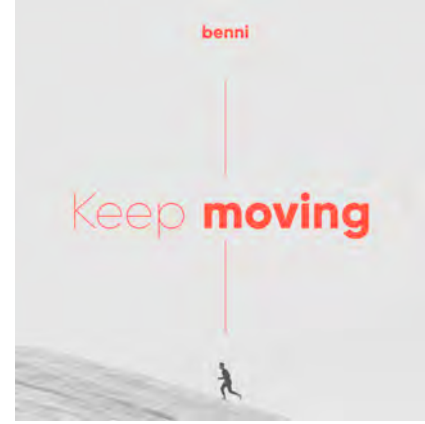
### 03. Culture

Culture posts show the company's identity, personifying Benni. This could include quotes, news, memes/humor, founders story information, UGC, giveaways, influencer posts, and community-focused content.

We showcase what we stand for while welcoming people to the Benni community with open arms. We put faces to the name and a voice to the brand. We show glimpses behind the scenes and are always transparent.

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When we take care of ourselves first, we are in a much stronger place to take care of those we love.

Kate Hudson ————— benni

