

Social Media Campaign

Thank you for booking a social media promotion with FabUplus! We're excited to share our reach with you!

In order for us to measure traffic and to ensure that we are driving our following to your platforms, we will need the following information from you:

Goal of the Campaign:

- To grow IG list and to increase brand recognition (e.g. Grow email list, brand recognition, increase social media following etc.)

Suggested Dates to run the Campaign:

- Beauty Launch – Right Away
- Breast Cancer Awareness (The Boobie Bomb) – Week of September 30 (is FabUPlus interested in partnering and adding additional posts earlier in September?)
- Holiday – Week of November 18
- Valentine's Day (Sugar Scrubs) – Week of January 27

SINCE FABUPLUS WILL BE PHOTOGRAPHING THE IMAGES, I HAVE INCLUDED SAMPLE IMAGES. THE FILE NAMES ARE BESIDE EACH POST.

PART 1: 16 Social Media Add-Ons 2:1 (FB:IG)

Please make sure to like, comment and share all posts that we make on your behalf in order to enhance engagement on the posts.

FACEBOOK

Will this post be sharing an image or a link? If a link, Facebook will grab the preview image from the link destination and you don't necessarily need to send us an image. If you want a DIFFERENT image, or if you're not sharing a link... then include an image of 1080 x 1080 dimension (use Canva to resize if your image isn't that size - we will NOT resize what you send, so if it's not these dimensions it'll get cut off weirdly when posted).

Are there any links you'd like us to share? Include them and specify whether or not you want to be sharing the preview data with the link, or not. If you're using a link shortener like Bitly (recommended), you can just send us the shortened link.

Facebook post #1 – **launch.jpg**

- Have you gotten Buck Naked yet? We are obsessed. They just launched a completely natural, gentle and botanically infused skincare line. Head over to @bucknakedsoapcompany and to like their page and learn about their line of bath and skin products. Take advantage of our exclusive promo code too. Just type FABUPLUSBEAUTY15 at checkout.

- #natural #vegan #sustainable #skin #skincare #bucknaked #fabuplus #skincareline #biodegradable #botanical #treatyoself #ecoconsciousbeauty #skingoals #glowingskin #facialoil #toner #serum #facemask #agave #beldi #facewash #soap #handcrafted

Facebook post #2 – beauty_sink.jpg

- A freshly washed face can do wonders for how you feel in the morning. Wouldn't you agree? It's simple rituals like this that cleans the soul, not just the skin. In fact, our friends at Buck Naked have just developed a traditional Beldi facial cleanser steeped in tradition and ritual. Check out @bucknakedsoapcompany to find out more about this amazing, centuries old beauty ritual. What are your favourite beauty rituals?
- #natural #vegan #sustainable #skin #skincare #bucknaked #fabuplus #skincareline #biodegradable #botanical #treatyoself #ecoconsciousbeauty #skingoals #glowingskin #agave #beldi #facewash #soap #handcrafted

Facebook post #3 – beauty_face_mask.jpeg

- When have you ever seen such an amazing looking (not to mention feeling) face mask? We are so in love <3. Vegan, natural and nourishing, @bucknakedsoapcompany has developed a Raw Blue Agave Rejuvenation + Hydration Mask, made with pure raw blue agave and 19 skin loving botanical extracts. This one's a must.
- #natural #vegan #sustainable #skin #skincare #bucknaked #fabuplus #skincareline #biodegradable #botanical #treatyoself #ecoconsciousbeauty #skingoals #glowingskin #facemask #agave #handcrafted

Facebook post #4 – beauty_toner.jpeg

- Glowing skin is defiantly always in with @bucknakedsoapcompany's skincare (including toner) line. The right toner will help balance skin's pH and allow you to put your best face forward all day. To help you do this, we have partnered with Buck Naked to give you 15% off their entire skincare line. Head to their website and use discount code: FABUPLUSBEAUTY15 at checkout.
- #natural #vegan #sustainable #skin #skincare #bucknaked #fabuplus #skincareline #biodegradable #botanical #treatyoself #ecoconsciousbeauty #skingoals #glowingskin #toner #handcrafted

Facebook post #5 – boobie_sets.jpg

- October is Breast Cancer Awareness Month and we at @FabUplus and @bucknakedsoapcompany are pulling out our boobies to help. The Boobie Bomb by @bucknakedsoapcompany, that is. For every Boobie Bomb purchased, a portion of each sale will be donated directly to the Princess Margaret Cancer Centre, @thepmcf, the 6th largest cancer centre in North America. Head over to www.bucknakedsoapcompany.com and let's get our boobies out and show we care.
- #breastcancerawareness #october #boobies #boobs #breasts #cancer #boobiebomb #natural #vegan # bucknaked #bathbomb #bath #bathtime #treatyoself #yourhelpisneeded #payitforward #dogood #fabuplus

Facebook post #6 – boobie_tub.jpg

- It's bath time and you know what that means...time to get Buck Naked! @FabUplus, we know that if you've got boobies, you've got a chance at breast cancer. This is why we've partnered with @bucknakedsoapcompany and their Boobie Bomb. Awareness and prevention are key when it comes to breast cancer, so grab your boobies every time you bathe. Head over to @bucknakedsoapcompany to pick up some boobies and donate to the cause.
- #breastcancerawareness #october #boobies #boobs #breasts #cancer #boobiebomb #natural #vegan # bucknaked #bathbomb #bath #bathtime #treatyoself #yourhelpisneeded #payitforward #dogood #fabuplus

Facebook post #7 – boobie_sets_#2.jpg

- Black. Brown. White. Queer. Straight. Cis. Trans. Got boobs?
- ...
- Breast Cancer doesn't discriminate. This Breast Cancer Awareness Month pick up a set of @bucknakedsoapcompany Boobie Bombs and help donate to Breast Cancer research.
- #breastcancerawareness #october #boobies #boobs #breasts #cancer #boobiebomb #natural #vegan # bucknaked #bathbomb #bath #bathtime #treatyoself #yourhelpisneeded #payitforward #dogood #fabuplus

Facebook post #8 – boobie_women.jpg

- Cis gender women may be the most well know individuals to acquire breast cancer, but we must remember that regardless of gender or ethnicity, breast cancer can target anyone. So, grab your boobies and raise awareness.
@bucknakedsoapcompany
- #breastcancerawareness #october #boobies #boobs #breasts #cancer #boobiebomb #natural #vegan # bucknaked #bathbomb #bath #bathtime #treatyoself #yourhelpisneeded #payitforward #dogood #fabuplus

Facebook post #9 – Holiday

Facebook post #10 – Holiday

1. Copy (no length limit) - this is the text that will go with the post.
2. What you're sharing (choose ONE):
 - a. Image: 1080 x 1080

INSTAGRAM

It's not possible to share links on Instagram. In certain cases, Shannon will change the link in her FabUplus bio to be the link for the sponsored social media postings. Either way it's good to include the text of your SHORTENED link in your copy (use Bitly or similar).

Instagram files must be under 5MB

Instagram post #1 – Holiday

1. Copy (limit: 2200 characters). Include UP TO 25 hashtags (7-15 is optimal) and make sure each one is relevant to your post.
2. Image: 1080 x 1080 OR video (less than **60 seconds long**. Remember, Insta is square).

Instagram post #2 – Holiday

1. Copy (limit: 2200 characters). Include UP TO 30 hashtags (7-15 is optimal) and make sure each one is relevant to your post.
2. Image: 1080 x 1080 OR video

Instagram post #3 – sugar_scrub_couple.jpeg

- This Valentine's Day we encourage you to give your sugar a scrub!
- ...
- We love @bucknakedsoapcompany and their amazing sugar scrubs. They are the perfect gift this Valentine's Day. Use coupon code, FABUPLUS15 to get 15% off your sugar scrub order now till the end of February.
- #valentinesday #february #sugarscrub #bath #bathtime #skincare #skin #natural #vegan # bucknaked #exfoliate #sugarsugar #bodypolish #treatyoself #valentines #rubadubdub #bathgoals #fabuplus

Instagram post #4 – sugar_scrub_leg.jpeg

- Looking for soft caressable legs this Valentine's? Start with getting Buck Naked. @FabUPlus, we love @bucknakedsoapcompany and are so happy to offer 15% off the Buck Naked sugar scrubs till the end of the month. Use coupon code, FABUPLUS15 at checkout.
- #valentinesday #february #sugarscrub #bath #bathtime #skincare #skin #natural #vegan # bucknaked #exfoliate #sugarsugar #bodypolish #treatyoself #valentines #rubadubdub #bathgoals #fabuplus

Instagram post #5 – sugar_scrub_swatch.jpg

- @bucknakedsoapcompany makes the most amazing natural and vegan bath and beauty products. Their sugar scrubs are no exception. We are excited to share that they are also made with faire trade sugar and shea butter, and soap based so they won't leave an oily film on your skin...just soft silky supple skin! Get 15% until the end of February too. Use coupon code, FABUPLUS15 at checkout on www.bucknakedsoapcompany.com
- #valentinesday #february #sugarscrub #bath #bathtime #skincare #skin #natural #vegan # bucknaked #exfoliate #sugarsugar #bodypolish #treatyoself #valentines #rubadubdub #bathgoals #fabuplus

Instagram post #6 – [sugar_scrub_face.jpeg](#)

- Sluff the day away and invigorate your skin with a good, cleansing sugar scrub. Not only will the sugar exfoliate your skin and bring rejuvenating blood to the surface of your skin, it also acts as an emollient, naturally moisturizing your skin so you can put your best face forward this Valentine's Day! Use coupon code, FABUPLUS15 to get 15% off your sugar scrub order now till the end of February.
- #valentinesday #february #sugarscrub #bath #bathtime #skincare #skin #natural #vegan #bucknaked #exfoliate #sugarsugar #bodypolish #treatyoself #valentines #rubadubdub #bathgoals #fabuplus

PART 2: Sponsored Article & Related Social Media

BUCK NAKED SKIN CARE

Our skin is the [body's largest organ](#) (<https://bucknakedsoapcompany.com/pages/about-us>). It's the body's first line of defence against disease, enables our temperature regulation and facilitates the sensation of touch, meaning our skin is the ultimate source for pleasure.

Skin care has been associated with pleasure since the milk baths of ancient Egypt and nature was the cornerstone of their formulations – some of which we still honour today. Beauty trends have evolved since the time of Cleopatra and Nefertiti, but one thing has remained the same: [natural, is still the best practice](#) (<https://thedieline.com/blog/2018/2/22/buck-naked-soap-company-takes-all-natural-beauty-products-to-a-new-level>) for a holistic approach to skin care.

So, whether you've experienced a horrible rash after trying out a new product, are concerned about the mysterious ingredients listed on the back of the package, take pride in your environmental responsibility, or just really enjoy indulging in the scents of lavender, rosemary, warm cocoa, or cranberry-mint, stripping down your beauty routine can bring you great pleasure.

Indulging in a little you time is easier and quicker than you think. Here's a quick DIY face mask you can make with ingredients you already have in the fridge:

Get Your Greens On Smoothie Facial

What you'll need:

- 1 Avocado – Oleic acid rich avocados make them the perfect antiaging ingredient. They help reduce inflammation, lowering redness and fighting wrinkles.
- 1 tsp Chia Seeds – Excellent, yet gentle, exfoliator packed full of anti-aging benefits.
- 1 tbs Wheatgrass powder (or freshly pressed wheatgrass) – Antioxidants work to sluff the day away and help prevent the free radical damage caused by environmental toxins.
- 1 Green Tea teabag – Another amazing antioxidant, which will also help exfoliate.
- 1 tbs of [Buck Naked Toner of choice](#) (<https://bucknakedsoapcompany.com/collections/buck-naked-beauty>) –
- 3-4 drops of Lavender essential oil – The soft nature of lavender helps sooth the skin, aid in it's repair and calm the mind.

Directions

- Mix one tablespoon of wheatgrass powder with 1 tablespoon of water and mix. (may substitute water with aloe juice)
- Add 1 teaspoon of Chia seeds to wheatgrass mix. Let's sit for 5 minutes.
- Moisten teabag with warm water and let's sit. Do not steep.
- Cut avocado and purée with a stick blender or food processor.
- Add 3-4 drops of Lavender essential oil.
- Once all components have been prepared, combine.

You are now ready to 'get your greens on'! Using your fingertips, apply face mask to your face and neck. A gently massaging motion will help exfoliate while working the nutrients into upper layers of your skin. Let mask sit for 10 to 15 minutes. Remove with a warm washcloth and follow with your favorite serum or a few drops of avocado oil.

So the next time you're craving a little "you time" why not give your skin a little indulgent pleasure too?

Follow Buck Naked on [Instagram](https://www.instagram.com/bucknakedsoapcompany/?hl=en) (<https://www.instagram.com/bucknakedsoapcompany/?hl=en>) and [Facebook](https://www.facebook.com/bnsoap/) (<https://www.facebook.com/bnsoap/>)

Instagram post ARTICLE #1

1. Copy (limit: 2200 characters). Include UP TO 30 hashtags (7-15 is optimal) and make sure each one is relevant to your post.
2. Image: 1080 x 1080 OR video

Instagram post ARTICLE #2

1. Copy (limit: 2200 characters). Include UP TO 30 hashtags (7-15 is optimal) and make sure each one is relevant to your post.
2. Image: 1080 x 1080 OR video

Instagram post ARTICLE #3

1. Copy (limit: 2200 characters). Include UP TO 30 hashtags (7-15 is optimal) and make sure each one is relevant to your post.
2. Image: 1080 x 1080 OR video

Instagram post ARTICLE #4

1. Copy (limit: 2200 characters). Include UP TO 30 hashtags (7-15 is optimal) and make sure each one is relevant to your post.
2. Image: 1080 x 1080 OR video

Facebook post ARTICLE #1

1. Copy (no length limit) - this is the text that will go with the post.

2. What you're sharing (choose ONE):
 - a. Image: 1080 x 1080
 - b. Link
 - c. Video

Facebook post ARTICLE #2

1. Copy (no length limit) - this is the text that will go with the post.
2. What you're sharing (choose ONE):
 - a. Image: 1080 x 1080
 - b. Link
 - c. Video

PART 3: List building contest/giveaway on IG + FB (and to our mailing list)

Image/Copy for GIVEAWAY

IMAGE FILE – **giveaway.jpg**

VALUE – \$80.00

COPY

Time to GET BUCK NAKED

We're excited to get you BUCK NAKED with a giveaway worth \$80. Including candle, soap, bath bomb, mud pie and bath salt from some of our most popular scents. Each item is natural, vegan and sustainable...handcrafted, just for you!

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TO ENTER TO WIN \$80 WORTH OF YOUR FAVE PRODUCTS 🎁 ✨

1. Tag 2 friends you would love to share these goodies with.
2. Must be following @bucknakedsoapcompany and @fabuplus (we will check!)
3. Reside in Canada or USA

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*** Unlimited entries. The more friends you tag, the more chances you have to win*** Contest closes **XXXXXX**. The winner will be drawn and announced the following day at noon. No contest accounts. Good Luck!