

SOCIAL MEDIA PLAN

Time Slot	Facebook Post Details	Twitter Post Details	Instagram Post Details
Day 1			
8:00 AM	<p>Post Title:</p> <ul style="list-style-type: none"> - Start your morning with ChewFit <p>Content: Hectic Morning?</p> <ul style="list-style-type: none"> - With ChewFit, you do not need to take any extra time out of your day with just one chew. <p>Visual Note:</p> <ul style="list-style-type: none"> - Image of someone taking a pill by mouth in the morning 	<p>Post Title:</p> <ul style="list-style-type: none"> - Start your morning right with ChewFit <p>Content:</p> <ul style="list-style-type: none"> - Hectic morning? A chew a day is all you need to stay healthy. Simple and easy! #HealthyLifestyle #ChewFit <p>Visual Note:</p> <ul style="list-style-type: none"> - Image of a breakfast table with ChewFit on the table 	<p>Post Title:</p> <ul style="list-style-type: none"> - Healthy Habits Made Easy 💪😊 <p>Content:</p> <ul style="list-style-type: none"> - No more pills or powders, just one chew. Tag someone in the comments who would love this easy solution #Nopainbutallthe gain <p>Visual Note:</p> <ul style="list-style-type: none"> - A fun image or video of people easily enjoying ChewFit.
6:00 PM	<p>Post Title:</p> <ul style="list-style-type: none"> - Real Results with ChewFit <p>Content:</p> <ul style="list-style-type: none"> - Quote from an actual ChewFit user explaining the simplicity and effect. <p>Visual Note:</p> <ul style="list-style-type: none"> - Before and after image from a ChewFit user with a quote bubble 	<p>Post Title:</p> <ul style="list-style-type: none"> - Testimonials part 1 <p>Content:</p> <ul style="list-style-type: none"> - “One Chew a Day has changed my life” <p>Visual Note:</p> <ul style="list-style-type: none"> - Before and after a ChewFit user with a positive quote 	<p>Post Title:</p> <ul style="list-style-type: none"> - Transformation Tuesday <p>Content:</p> <ul style="list-style-type: none"> - Look at how far Jane Doe has come in her ChewFit journey. ChewFit boots confidence and health <p>Visual Note:</p> <ul style="list-style-type: none"> - A collage of Jane Doe with multiple pictures showing her progress then in the middle would be a quote

Day 2			
8:00 AM	<p>Post Title:</p> <ul style="list-style-type: none"> - How exactly does ChewFit Work? <p>Content:</p> <ul style="list-style-type: none"> - ChewFit is carefully created with safe ingredients that will enhance your everyday life. See below for the list of ingredients <p>Visual Note:</p> <ul style="list-style-type: none"> - Infographic with all key ingredients on it 	<p>Post Title:</p> <ul style="list-style-type: none"> - ChewFit’s natural ingredients <p>Content:</p> <ul style="list-style-type: none"> - “Wondering what exactly you are consuming? Check out all the ingredients that we use to make your life easy” <p>Visual Note:</p> <ul style="list-style-type: none"> - Image showing a list of all the main ingredients 	<p>Post Title:</p> <ul style="list-style-type: none"> - What is inside ChewFit <p>Content</p> <ul style="list-style-type: none"> - Take a look at the magic ingredients in ChewFit <p>Visual Note:</p> <ul style="list-style-type: none"> - Images of ingredients stacked on a page
6:00 PM	<p>Post Title:</p> <ul style="list-style-type: none"> - Wellness Check! <p>Content:</p> <ul style="list-style-type: none"> - Poll asking what their wellness goals are <p>Visual Note:</p> <ul style="list-style-type: none"> - A poll with vibrant colors with a link under the image 	<p>Post Title:</p> <ul style="list-style-type: none"> - Quick Poll <p>Content:</p> <ul style="list-style-type: none"> - What is the easiest way to commit to a health/wellness routine; <ul style="list-style-type: none"> - “Taking ChewFit,” - "Evening workouts," - "Healthy snacking" <p>Visual Note:</p> <ul style="list-style-type: none"> - A picture of a poll with a link to the actual poll 	<p>Post Title:</p> <ul style="list-style-type: none"> - How to balance your healthy lifestyle with ChewFit <p>Content:</p> <ul style="list-style-type: none"> - A list of recommended ways to manage ChewFit with your diet <p>Visual Note:</p> <ul style="list-style-type: none"> - A picture with bullet points on recommended tips.

Authors Note

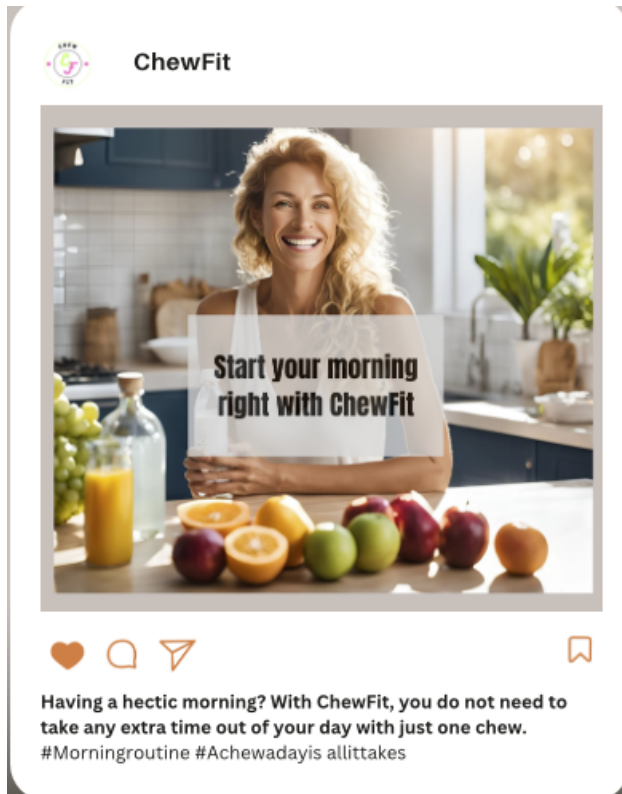
After I read the strategic message planner, I first chose to highlight the most important factor that makes ChewFit stand out in comparison to other weight loss supplements; the effective yet simple one chew a day. This was to highlight the fact that any person, whether you are a working mother, stay-at-home mother, or a mother in school, ChewFit can fit into anyone's schedule. For the second post, I wanted to show the results since the first post introduced the supplement while showing how easy and efficient it was. After showing how easy and effective ChewFit is, I chose to take a different approach for the start of the second day. I started by honoring one thing ChewFit sees as important: being transparent with the consumers. I did this by openly listing the ingredients used when manufacturing ChewFit. Lastly, on two out of three social media channels, I chose to do polls to make the page more interactive while getting insights into how the consumers think and what they feel works best. This allows ChewFit to get a deeper understanding of how people interact with health and wellness products. Throughout all the posts, I wanted to create a uniform message which meant having the same topic or related topic go up at the same time to make sure that our messaging was the same.

After turning in a draft, I was able to get feedback on what I needed to change in regard to my visuals. With this feedback, I changed the color scheme of the social media posts to all match. I then formatted the graphics to look like what the public would see as per advice from my professor.

I would love to get feedback on how the graphics that I have decided to use line up with what ChewFit envisioned. I would also like to know if the post-series has a good story arc or needs to be reworked. Thirdly, I would like to know if the types of posts I have outlined adequately are sufficient. Even though some of the posts are similar, I would like to know if there is anything I could do to make sure it does not look sloppy or lazy. Lastly, are there any concerns when looking at my overall social media plan and how would you suggest I go about fixing that?

Graphics for the posts

Instagram:



ChewFit

Start your morning right with ChewFit

Having a hectic morning? With ChewFit, you do not need to take any extra time out of your day with just one chew.
#Morningroutine #Achewadayis allittakes

This Instagram post features a woman with blonde hair smiling in a kitchen. In front of her is a table with various fruits like oranges, apples, and a bottle of orange juice. The text 'Start your morning right with ChewFit' is overlaid on the image. Below the image are icons for heart, comment, share, and bookmark, followed by the caption and hashtags.



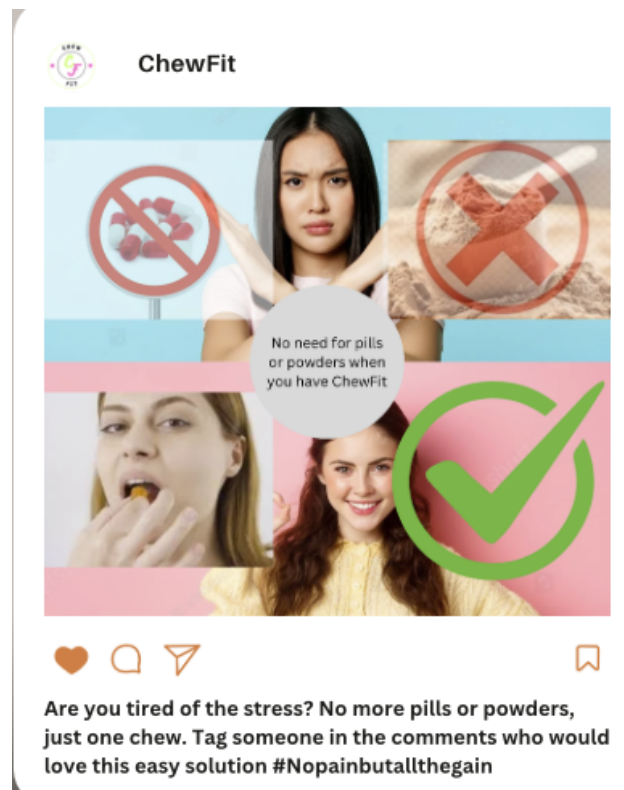
ChewFit

Before and After from Jane

Less than a year

Jane was having a hard time feeling confident in her skin. With ChewFit she has regained control of her confidence 😊. ChewFit boots confidence and health 💪
#weightloss #lifestyle

This Instagram post shows a 'Before and After' comparison of a woman's weight loss. On the left is a 'Before' image of a woman with a larger belly, and on the right is an 'After' image of the same woman looking slimmer. A white arrow points from the 'Before' image to the 'After' image with the text 'Less than a year'. The text 'Before and After from Jane' is written in a cursive font above the images. Below the images are icons for heart, comment, share, and bookmark, followed by the caption and hashtags.




ChewFit

No need for pills or powders when you have ChewFit

Are you tired of the stress? No more pills or powders, just one chew. Tag someone in the comments who would love this easy solution #Nopainbutallthegain

This Instagram post features a woman with a serious expression in the background. In the foreground, there are two images: one of a woman eating a pill and another of a woman smiling. A large green checkmark is overlaid on the bottom right. There are also two red 'X' marks over images of pills and powder. A circular text box in the center says 'No need for pills or powders when you have ChewFit'. Below the images are icons for heart, comment, share, and bookmark, followed by the caption and hashtag.

Twitter/Facebook:





Official_ChewFit
@Official_ChewFit

ChewFit is Stacy's self-care secret, which she discovered while pursuing her PhD! 🌟 She shed thirty pounds in three months and is feeling more energized than ever.
#Bosswoman#weightloss#HealthGoals

Testimonials pt. 2

"As a woman in school to get my PhD, I feel like I never have enough time to take care of myself. This is where ChewFit changed the game for me. A chew a day has changed my life. In just 3 months, I have lost 30 pounds and I am as active as a 20-years-old. Who would have guessed all it took was one chew?!"
- Stacy Love





Official_ChewFit
@Official_ChewFit

Being a single mother is hectic, but ChewFit helped Jane find balance! 🌟 She's become healthier, shed some pounds, and feels ready to take on the world. #BossLady#Weightloss#Health

Testimonials pt. 1

"As a single mother juggling a full-time job and raising two energetic kids, finding time for myself felt impossible. Finally, After multiple years of searching for the perfect thing that could help me lose weight, I found ChewFit! Not only did Chew Fit help me lose weight but it empowered me to become healthier. I couldn't be more grateful!"- Jane Doe



Official_ChewFit
@Official_ChewFit

What is the easiest way for you to commit to a healthy routine when you are extremely busy?

Click the link in our bio to take the survey and voice your opinion

What is the easiest way to commit to a health/wellness routine

- Going on walks
- Taking ChewFit
- weight loss powder
- Working Out
- Eating Healthy
- Weight loss pills



Twitter/Facebook:



ChewFit
@Official_ChewFit

Wellness Check!! Check out today's question
#HealthyLiving #ChewFit #WellnessJourney

WELLNESS CHECK Q&A

What are your health and wellness goals? ✨







Type something here..



ChewFit
@Official_ChewFit

Wondering what exactly you are consuming? Check out some of the main ingredients that we use to make your life easy" ✨ #Natural #ChewFit #Nutrition

ChewFit's Main Ingredients


 Banana	 Orange	 Carrots
 Oats	 Garcinia Cambodia	 Green Tea Extract



ChewFit
@Official_ChewFit

Big results from healthy habits! 🍌 With ChewFit by your side and these easy tips, you can balance your lifestyle. Let's smash those goals together—consistency is key! ✨ #HealthyLifestyle #ChewFit #Healthiswealth

Ways to Balance your Healthy Lifestyle With ChewFit



- Drink a lot of water
- Eat 3 meals a day
- Cut down on fast food
- Take ChewFit consistently
- Have fun