

## Facebook and Instagram Assignment

1. The brand wants to grow its audience on Instagram. Using one of the strategies learned in class, create a piece of content that includes visuals and hashtags. Explain why you chose the content you did and how you see it meeting the brand's objective.

I chose [Knotty Knickers](#) as they have positioned themselves as an outspoken and inclusive advocate for female body-positivity. They feature everyday women of all body shapes and sizes, races, and physiological differences wearing their beautiful and fun lingerie and undergarments. They also do not photoshop images, and explicitly include cellulite, body hair, scars, razor burn, etc. Their brand image

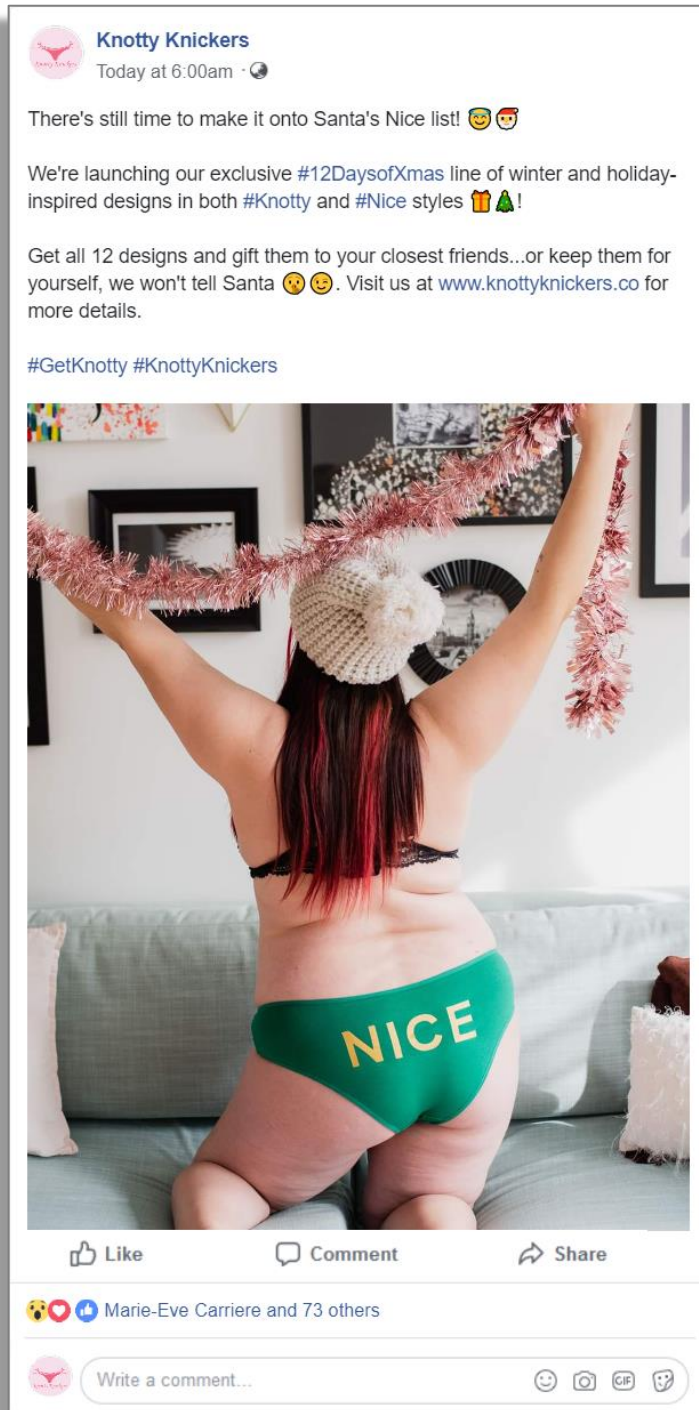


challenges societal beauty standards, choosing instead to normalize real women, just as they are. I read an article some time ago that stated if one day all women decided they loved themselves unconditionally, the beauty industry would collapse. I wanted to create a post that made a strong statement about women radically loving themselves as an act of revolution. I tied it to International Women's Day as the advancement of women through history was/is built on revolutionary acts.

I incorporated several strategies to help grow their audience:

- Kept character count short to match brand voice and drive engagement;
- Included 11 hashtags (*average 12.6% more engagement; after 11, engagement rates drop*);
- Used emojis and hashtags that are relevant to the brand itself;
- Created image using Canva to match look and feel of brand's usual typography posts;
- Tagged [@Demi Lovato](#) (non-binary recording artist) who is an outspoken advocate for body-positivity, self-love, mental health, and speaks about their own battles with eating disorders and substance abuse. I believe they would make a great brand ambassador if Knotty Knickers decided to expand their female audience to include non-binary and trans women and sought a celebrity endorsement to increase their brand visibility.

2. a) The brand is launching a product or service and wants people to visit their website for more information. Research what's the best Facebook ad to run for this purpose and create it for the brand. Explain why you chose the specific ad style.



I chose to create an image add because it is the best add style to:

- drive people to their website, where they can learn more about the company, i.e. view their products, subscribe to their mailing service, etc.;
- raise awareness about their products;

It is also the add style that is used consistently by Knotty Knickers. High-definition stationary images are also well-suited for showing the quality and intricate designs of the products.

- b) Using the same content idea for your FB ad (website visits), create an Instagram post. Make sure to use relevant hashtags and strategies learned in class for this post.**



3. The brand wants to encourage more engagement on Facebook. What content will you create to encourage engagement? Explain why you believe your post will be effective. Make sure to use good visuals and hashtags in the post.



I decided to create an add for their new Halloween-themed product and emphasized their inclusive sizing by calling attention to the skeleton print that is being worn by the plus size model in the image (*Get your hands on 'em* 🖐️💀). Appealing to diverse bodies is integral to Knotty Knickers' brand image and philosophy.

I explained that they can get the trio of panties by adding them to their existing subscription and I included the website to facilitate that. This would undoubtedly bring in new customers as well once they visit the website and decide to subscribe based on the low price, high quality items, and brand philosophy.