

Social Media Content

SlimWhims

Post #1

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Two slim whims meals side by side with a poll



Social Media Platform:

Instagram Story

Strategy Used: Encouraging Conversation

Copy to Accompany the Post:

Which meal would you grab first?
Your taste buds make the final decision! #SlimWhimsMeals

Links to Include/Other Notes for the post:

www.slimwhims.com

Post #2

(Image gets copied into this box)



A shared post for Nutritious Nancy

Social Media Platform: Facebook

Strategy Used: Sharing dietitian opinion

Copy to Accompany the Post:

Hearing from a dietitian is important to us and you! Watch this video by Nutritious Nancy on how controlling portion size is a game changer. Do you have a go to strategy for your goals? #Healthy #SlimWhims

Links to Include/Other Notes for

(Image gets copied into this box)

the post:
facebook.com/nutritiousnancy

Post #3

(Image gets copied into this box)

Family image



Social Media Platform:

Instagram Post

Strategy Used: Emotion

Copy to Accompany the Post:

Still have your family dinner and don't miss time with people that mean the most. SlimWhims makes it easy to enjoy a balanced and refreshing meal without the stress of cooking.

Links to Include/Other Notes for the post: No link

Post #4

(Image gets copied into this box)

A bunch of tweets from users raving about slimwhims with test over it saying "Everyone is talking about SlimWhims. Have you tried it yet?"



Social Media Platform: Twitter

Strategy Used: Leveraging FOMO

Copy to Accompany the Post:

Everyone is talking about SlimWhims! It's convenient and low-calorie that genuinely taste amazing. Try them right now so you're not left behind. #HealthyMadeEasy #SlimWhims

Links to Include/Other Notes for the post: www.slimwhims.com

Post #5

(Image gets copied into this box)

Social Media Platform: Facebook Ad

Lay of all kinds of meals on a table



Strategy Used: Paid post

Copy to Accompany the Post:

Healthy eating, made simple. SlimWhims meals are perfectly portioned and ready in minutes, easily fitting your lifestyle.

- No prep, no stress
- Dietitian approved
- 300 calories or less per meal

Links to Include/Other Notes for the post: www.slimwhims.com

Post #6

(Image gets copied into this box)

SlimWhims development tea



brainstorming flavors

Social Media Platform: LinkedIn

Strategy Used: Humanizing brand

Copy to Accompany the Post:

Our team is always innovating to bring new nutritious meals, low-calorie options and pure deliciousness. What new flavors do you want to see next? Let us know in the comments.

Links to Include/Other Notes for the post: No link

Post #7

(Image gets copied into this box)

Retweet of user who posted a photo of their food

Social Media Platform: Twitter

Strategy Used: Encouraging user content

We love seeing how YOU enjoy SlimWhims @___ nailed this one. Tag us so we can see more masterpiece's and your chance to be featured. #SlimWhims



Erick Jones

@erikjones

SlimWhims makes healthy eating simple and delicious! I love that the meals are low in calories, super convenient and actually keep me full.



Copy to Accompany the Post:

We love seeing how YOU enjoy SlimWhims @___ nailed this one. Tag us so we can see more masterpiece's and your chance to be featured. #SlimWhims

Links to Include/Other Notes for the post: No