



Arm Candy

Social Playbook

2020 - 2021

Multi-Platform Post Example: New Hire



Instagram



LinkedIn & Facebook



Twitter

Multi-Platform Post Example: Case Study



Arm Candy
Sponsored · 

Check out our new case study about how we were challenged to increase overall advocacy of a membership program for a large B2C consumer goods retailer.

Case Study: Awareness

How we created a
5,929%
Member ROI

THEARMCANDY.COM
Awareness | Retail Technology
Increase overall advocacy of a membership program for a large B2C...

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Arm Candy
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Check out our case study about how we helped drive awareness and advocacy for a B2C consumer goods retailer.

Case Study: Awareness

How we created a
5,929%
Member ROI

1:14 PM · 26 Feb 2019

1 Retweet 11 Likes   

 1  1  11 

 Add another Tweet

Twitter



The goal of Twitter is to engage with quality accounts in meaningful interactions. We utilize this fast paced platform to play off of other's tweets and interact with accounts where we can gain PR.

Guidelines

- Generate content rapidly to create a bigger reach and more buzz for Arm Candy
- Interact with tweets published by journalists in our industry
- Playful and bold language when tweeting and retweeting
- When posting images always use 4 to create a grid

Handle

@armcandy

Example: Personality

Good:
4 images to create grid,
Excerpt from Instagram post
High quality photos showing
Kate's interests



Instagram

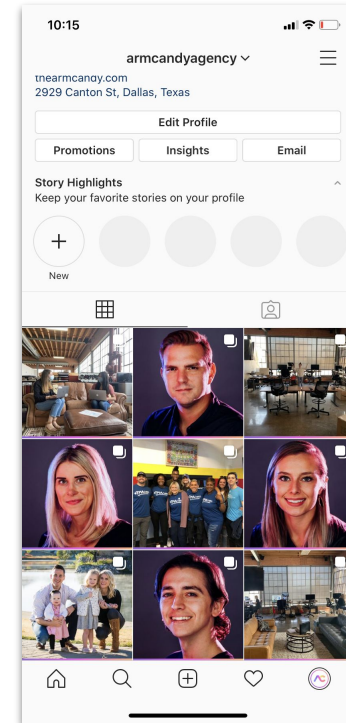
The goal of Instagram is to exhibit Arm Candy's personality. The images should represent the people of our agency and what we are all about inside and outside the office.

Guidelines

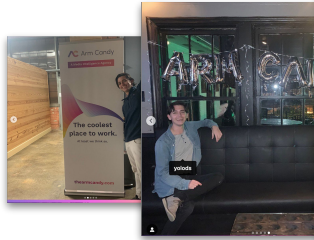
- Aimed towards current/potential clients
- Bright/high quality, people based, lifestyle photography
- Branding elements included on photos
- 5 dots spaced vertically then hashtags
- Tag location

Handle

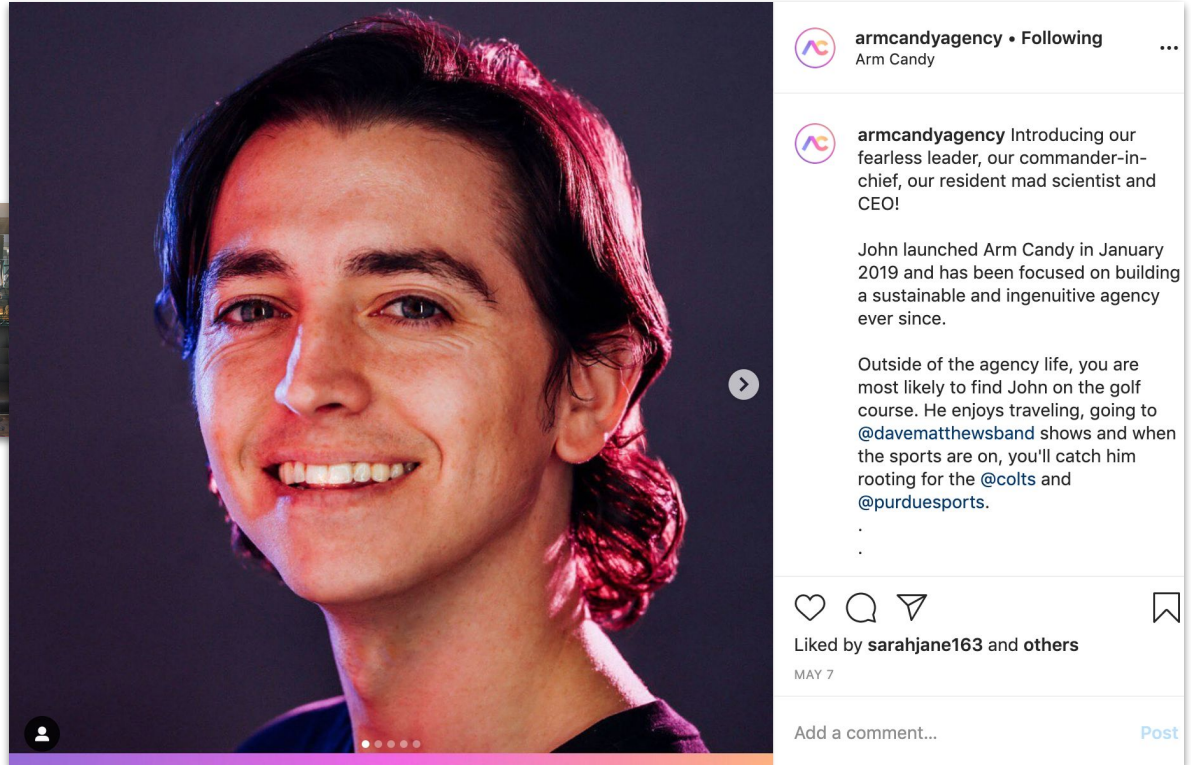
@armcandyagency

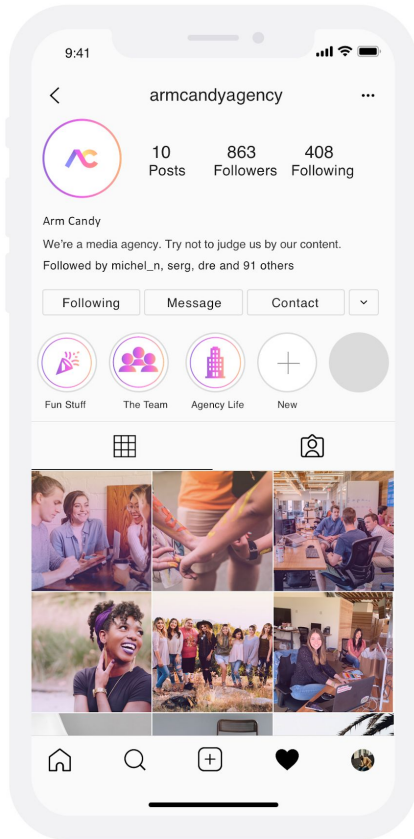


Example: Personality



Good:
Branding element at the bottom, carousel of images includes John both inside and outside the office space, use of mentions, tagged location







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