
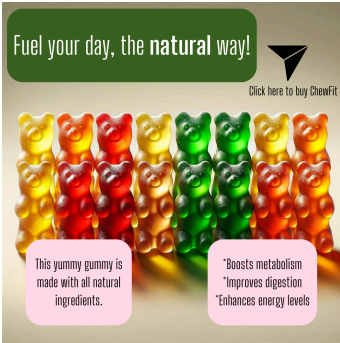


Social Media Plan:

Time Slot	Facebook Post Details	Twitter Post Details	Instagram Post Details
Day 1			
8:00 AM			<p>Post Title: Kickstart with ChewFit</p> <p>Content: A vibrant photo of a woman in business attire enjoying a ChewFit chew with her coffee in a bustling city setting</p> <p>Caption: Kickstart your weight loss journey with ChewFit!!!</p> <p>#ChewFitMorning</p> <p>#NoPillNoProblem</p> <p>Visual Note:</p> <p><u>IG 1</u></p>  The image is a promotional visual for ChewFit. It features a woman with long brown hair, wearing a dark blazer over a white top, walking through a busy city street. She is holding a red ChewFit chew in her right hand and a black coffee cup in her left. The background is a blurred city scene with other pedestrians. There are two pink text boxes: one in the top left corner with the word 'ChewFit' and another in the bottom right corner with the text 'Begin your busy day with a burst of wellness☀️'.

12:00 PM			<p>Post Title: Midday Motivation</p> <p>Content: Highlighting the health benefits of ChewFit's natural ingredients</p> <p>Caption: Visit the ChewFit site from the link in the post! Dive into what makes ChewFit work!</p> <p>#YummyMeetsWellness</p> <p>Visual Note:</p> <p><u>IG 2</u></p> 
6:00 PM	<p>Post Title: ChewFit Success Story</p> <p>Content: A testimonial in the caption from Jasmine.</p>		

Caption: ChewFit

champion, Jasmine

Torres, shares her

success!



#ChewFitJourney


#WellnessWins


Jasmine Torres is a full time student and part time worker. She has seen significant results in her health after trying ChewFit.

"After starting my journey with ChewFit, I noticed a significant difference not just in my weight, but in my overall energy levels and mood. As a full-time student and part-time worker, I struggled to find a weight loss solution that fit into my hectic schedule. ChewFit was the answer. Just one chew a day helped me move towards my health goals without any inconvenience. It's truly made for the busy woman on the go."

Visual Note:

	<p><u>FB 1</u></p> <div><p>Want optimal energy levels and healthy weight loss?</p><p>Read a ChewFit testimonial below!</p></div>		
Day 2			
9:00 AM	<p>Post Title: How it Works</p> <p>Content: Briefly explaining the science of how ChewFit works</p> <p>Caption: Discover the science that powers your daily chew. #ChewFit</p> <p>#HealthInnovation</p> <p>Visual Note:</p> <p><u>FB 2</u></p> <div><p>ChewFit effortlessly fits into any lifestyle</p><p>♥♥♥♥♥♥♥♥♥♥</p><p>Here's how it works:</p><ul style="list-style-type: none">• Chew one gummy in the morning with your favorite breakfast• The nutrients will break down in minutes and start to improve your metabolism and digestion</div>		

1:00 PM		<p>Post Title: Community Check-In</p> <p>Content: A poll asking followers what they look for in a health supplement</p> <p>Caption: We want to hear from you! What's your top priority for wellness supplements?</p> <p>#CommunityVoice</p> <p>#ChewFit</p> <p>Visual Note:</p> <p><u>TW1</u></p> 	
7:00 PM		<p>Post Title: ChewFit Success Story #2</p> <p>Content: A snapshot of Emma's testimonial with a link to a full video on another platform</p> <p>Caption: Emma's story is just one of many. See her</p>	

		<p>full #ChewFitJourney here. #SuccessStories”</p> <p>Visual Note:</p> <p><u>TW 2</u></p>  <p>The image is a promotional graphic for ChewFit. It has a pink and yellow background with a watercolor-like texture. On the left, the word 'ChewFit' is written in a bold, black, sans-serif font. To the right of the text is a photograph of a smiling woman with dark hair, wearing a white top, sitting at a table. Above the photo, the text '“It's simple, tasty, and most importantly, it works”.' is written in a small, black, sans-serif font. Below the photo, there is a small line of text that reads 'Click the image to view Emma's full story about her ChewFit journey'.</p>	
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Author's Note:

My approach for the ChewFit social media campaign centers on the narrative arc of a typical busy day, from morning through evening, paralleling the daily challenges and victories of women aged 25-45 who are busy professionals, moms, or students looking for no-fuss health solutions. I am crafting content that not only promotes ChewFit's benefits but also engages and resonates with the daily routines and needs of busy women. The primary goal of this campaign is to foster a community around ChewFit, driving engagement through relatability and trust. I aim to boost brand awareness and encourage conversions by representing ChewFit as a convenient, effective solution for our audience's wellness and weightloss needs.

I used extensive research into the lifestyle patterns and media consumption habits of our audience. I drew inspiration from successful health and wellness campaigns, particularly those that combined motivational messages with real-life applicability. The vibes and energy of the campaigns I researched on different media platforms influenced the visual and textual content of my posts.

I open the series of posts with a strong exposition, presenting ChewFit as an integral part of the morning routine. Moving into rising action, we escalate engagement with educational content about the ingredients and motivational messaging. Climax is achieved with community-driven posts, where user testimonials take center stage, highlighting real-life transformations and success.

As we transition into falling action, the focus shifts to how ChewFit supports a healthy lifestyle throughout the day, proving its adaptability and convenience. Finally, the resolution reinforces the message through a powerful success story, showcasing the tangible results of integrating ChewFit into one's life.

Initially, when submitting my first draft, I was interested about the feedback I would receive regarding my peers' opinions on the effectiveness of the narrative flow across the post and any suggestions for enhancing user engagement. Although I did not receive peer feedback on Canvas, I asked a peer in the class to review my work. She suggested I tweak some of the names of the posts, as well as include my captions in the Social Media Plan chart. She thought that the narrative was smooth and engaging, and her favorite posts of mine were the Twitter posts. She enjoyed both the designs and the effectiveness of them.

A big challenge was balancing informative content with engaging, relatable material. To address this, I interspersed educational posts about ChewFit's ingredients and science with compelling testimonials and interactive community posts. This blend ensured that the campaign was not only informative but also emotionally resonant and inclusive.

This project was a great learning experience in strategic communication and audience engagement. I honed my skills in crafting narratives that are both persuasive and authentic, learning to align marketing objectives with the genuine stories and experiences of the audience. On a personal level, this project was very meaningful. It aligned with my passion for empowering individuals through health and wellness. Crafting a campaign that could potentially inspire and support busy women in their wellness journeys was not just an academic exercise but a fulfilling endeavor that represented my own values and aspirations.