



IMMUNOCOLOGIE®

Social Media Guidelines

Welcome to Immunocologie! For any of your social media and marketing needs or questions, feel free to reach out to Sam, our Digital and Content Strategist, at sreed@immunocologie.com.

As a Brand Ambassador, we encourage you to share Immunocologie's social media content on your accounts to extend our reach and your potential sales. Below are a list of recommended suggestions to follow to make the most of your Immunocologie experience:

1. If you want, feel free to make your own Immunocologie specific social media account using the following format *only*: Immunocologie_YourName (ie: Immunocologie_Sam). Please make sure the account is *specific to you* and is clearly separate from any official Immunocologie accounts.
2. We share content on our social platforms at minimum five times per week. Content shared includes but is not limited to: blog posts, retail partner highlights, Founder's Corners videos, Karen's speaking engagements/promos, product highlights, discounts, and more.
3. Immunocologie sends newsletters to our audience 1-3 times per week. Please make sure you are signed up for our newsletters to stay up to date on the latest news and promotions **using this link**. You can also keep this link in your profile so your followers sign up as well. If you're looking to include multiple links in your account bios, we suggest using Lnk.Bio (we are <https://lnk.bio/immunocologie>).

Accounts to Follow:

- **Facebook:** <https://www.facebook.com/Immunocologie>
- **Instagram:** <https://www.instagram.com/immunocologie/>
- **Twitter:** <https://twitter.com/Immunocologie>
- **LinkedIn:** <https://www.linkedin.com/company/immunocologie/>
- **Pinterest:** <https://www.pinterest.com/immunocologie/>
- **YouTube:** https://www.youtube.com/channel/UCuC0kj127N_ry9Webd8fiQw
- **TikTok:** <https://www.tiktok.com/@immunocologie>

- **Karen's FB:** <https://www.facebook.com/KarenBallou1/>
- **Karen's Instagram:** <https://www.instagram.com/karen.ballou/>
- **Karen's Twitter:** https://twitter.com/karen__ballou

If you're looking to create your own social media content, please stick to the style guide on the following page. ***Please run any self-made content by Sam at sreed@immunocologie.com to ensure we're not sharing contradicting news/promotions.***

Sam will be sharing her weekly social media promotions **here** on the Google Drive.

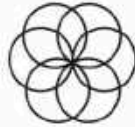
LOGO



LOGO INVERTED



ICON



TAGLINE

*CLEAN SKINCARE.
PLANT + MINERAL BASED.
FOR SKIN WELLNESS.*

*CLEAN SKINCARE. PLANT + MINERAL BASED.
FOR SKIN WELLNESS.*

COLOR PALETTE



PANTONE 7762U



PANTONE 7762U
50% OPACITY



PANTONE 466



PANTONE 466
50% OPACITY

TYPEOGRAPHY

PRIMARY TYPEFACE
GOTHAM NARROW- MEDIUM ITALIC
ABCDEFGHIJKLMN OPQRSTUVWXYZ

SECONDARY TYPEFACE
GOTHAM NARROW-BOOK
ABCDEFGHIJKLMN OPQRSTUVWXYZ

PATTERNS



TEXTURES

EARTHTONES THAT TIE BACK TO OUR NATURAL INGREDIENTS



BRAND INSPIRATION

WARM, SOPHISTICATED, MODERN, AND ELEVATED



Social Media Tips 101

Implement the below suggestions into your social media strategy and watch your new business soar to success.

- Platforms such as Instagram and Facebook offer analytics for business accounts that include your top engagement days and times to post. Follow those guidelines for the most engagement on those platforms.
- Apps such as [Canva](#), [Adobe Spark](#), [Easil](#), [Crello](#), and [Pablo](#) are great for easy and free content creation.
- Sites such as [HubSpot](#), [Social Media Examiner](#), [Sprout Social](#), and [Buffer](#) offer great resources and insight for social media content and management.
- On Instagram, you can create highlight reels to save each of your stories. If you don't want to create your own Immunocologie IG account, try creating an Immunocologie reel on your personal account to save all your Immunocologie stories in one place.
- Try to always include a Call to Action (CTA) in the caption of your posts. Examples include: read more, learn more, shop now, message me, comment below, or asking a specific question. This helps boost engagement amongst followers.
- Hashtags extend your reach on Instagram, Twitter, and LinkedIn, not so much the rest of the platforms. You want to change your first three hashtags of each post so you don't get flagged as spam. Immunocologie uses the following groups of hashtags and often switches up the groupings to stay relevant:

#cleanbeautyproducts #cleanbeautyrevolution #cleanbeautymovement
#plantbasedskincare #365skincare #crueltyfreeproducts #cancersurvivors #mombosslife
#beautyjunkies #sustainablebeauty #frenchgreenclay #claymask #skintype
#sustainablebeauty #over40skincare #vitaloligoscience #KarenBallou #Immunocologie

#cleanskincare #skincarecommunity #estheticianlife #femalefounders #luxuryskincare
#nontoxicbeauty #plantbasedskincare #womenownedbusiness #womenowned
#hodgkinslymphoma #cancersurvivors #cancerskincare #mombosslife #beautyjunkies
#sustainablebeauty #frenchgreenclay #claymask #skintype #sustainablebeauty
#over40skincare #skincarepro #proskincare #skincareprofessional #esthetician
#esthetics #skinwellness #glowingskin #skincareroutines #KarenBallou #Immunocologie

#onlinecommunity #wellness #moodyports #organicskincare #womenentrepreneurs
#seekthesimplicity #simpleandstill #trottermag #vscocam #darlingdaily
#theartofslowliving #thecreatorclass #pursuepretty #skinwellness #huntgram

#nontoxicbeauty #Theartofslowliving #moodygrams #skincarecommunity
#communityfirst #aquietstyle #skincarelover #winningmeover #selflove

#gotoskincare #skincarerroutine #skincarejunkie #skincarediary #instaskincare
#skinhealth #skincarelover #skinwellness #gentleskincare #naturalskincareproducts
#beautifulskin #skincarecommunity #luxurybeauty #skincareflatlay #skincareregime
#skincarethread #clearskin #radiantskin #greenbeauty #crueltyfreebeauty
#organicskincare #wellness #selflove #immunocologie #cancerskincare

Encourage your clients to share their Immunocologie posts on social media, and always tag @immunocologie in all of your posts so we can re-share your posts on our accounts!

By signing the below, you're acknowledging you've read and will abide by the above social media guidelines for Immunocologie's Brand Ambassador and/or Founding Associate program(s).

Name: _____ ***Date:*** _____

Signature: _____