

Social Media Posts and Reasoning

Instagram and Facebook

REASONING:

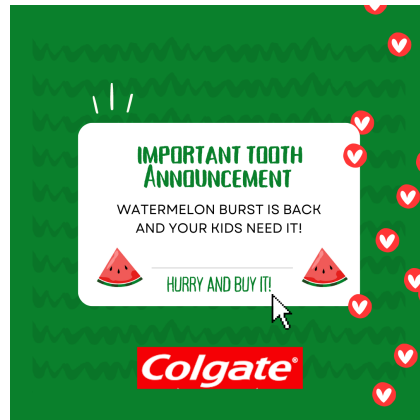
I decided to pick Instagram and Facebook because they are the most popular and reliable social media platforms today. My group and I also considered doing TikTok, but we found that it was not as powerful when it comes to a brand such as Colgate and that it also isn't as easy to find the actual page of the brand.. We picked Instagram to gear towards the younger generation whereas Facebook would attract the older generation and the parents of the kids that would be buying the product.

INSTAGRAM SOCIAL MEDIA POSTS



Above are the three social media posts that I made for Instagram. I decided that they needed to be more geared to the younger generation since that is the majority of people that use instagram. Our campaign was that the Watermelon Burst toothpaste was back in stock after being discontinued for a while. The images that I created are informational while also being eye catching to the people viewing them on their social media page. Also, I wanted the colors to all be cohesive because I believe that that is the most important aspect of a brand. All of the images that were created were made to be relatable to the brand and easy to understand while also being something that gets people excited about the product again. The Product that is being sold is also very noticeable at first glance to draw the viewer's attention in as well as what the brand is. Honestly, I believe that this would be a campaign that would be used if this were to be what was actually happening with the product. While all of the social media posts are geared for instagram because they are made for the younger people, I still believe that this could be something that parents and college students that are on instagram, would be excited about because it would have been something that they would have had when they were younger.

FACEBOOK SOCIAL MEDIA POSTS



Above are the three images that I created for Facebook. I decided that they needed to be more geared to the older generation since that is the typical target audience of Facebook. These social media posts are created more for the parents of children and especially for the parents that are not able to get their child to brush their teeth. Since this is a children's toothpaste, I wanted something that would catch the parents attention while also making them want to buy the product. They viewers are able to look at the screen and know what product is trying to be sold. This is something that is important for the parents and older people because all three of the posts are very different. I wanted to do something that at least one of the posts would be something that would be seen on their own social media pages.