



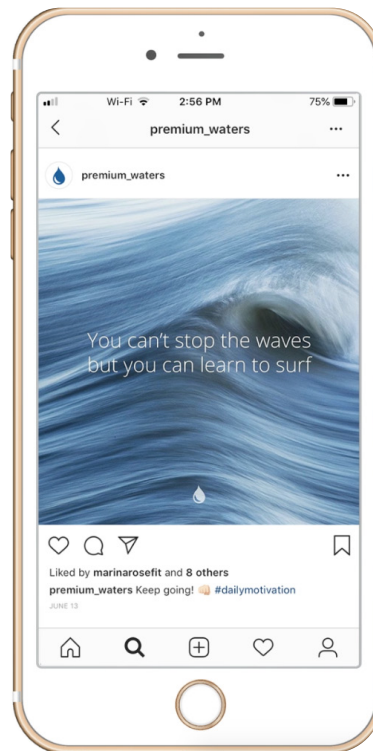
Social Media Brand Guide

Overview



Premium Waters is expanding its presence and focusing its purpose on **social media**.

In this Social Media Brand Guide, we've outlined Premium Waters' social media strategy, including the platforms we use, the areas our content and messaging will focus on, our intended target audience, real-world examples of successful brands that support our direction, and ways our employees can support our efforts.



Our Purpose: Be A Brand That Inspires A Lifestyle



Serving as the relationship-building stage of the sales process, social media provides Premium Waters an opportunity for future revenue by *creating and maintaining authentic relationships* with new, younger, and diverse audiences, as well as existing customers.

Our ultimate goal on social media platforms is to be a brand that inspires a lifestyle, not a company that pushes products and services.

By focusing on *four highly relevant content areas*, Premium Waters will drive post engagement and brand awareness, be positioned as a thought and content leader in the competitive social scape, and be viewed as a fun, relatable brand in the minds of our audience. As a lifestyle brand, we aim to publish content that inspires, motivates, empowers, informs, and innovates.



Platforms We Use



Premium Waters will focus on five different social media platforms:
Facebook, Instagram, Twitter, LinkedIn, and Google+

Primary Focus



Secondary Focus



Building A Lifestyle Brand



Social media users engage with content they relate to and appreciate.
Premium Waters will focus on four highly relevant content areas:

Areas of Focus



Water Facts



Coffee Life



Inspiration & Motivation



Health, Fitness & Self-Care

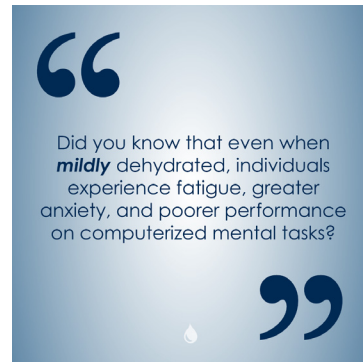
Area of Focus: *Water Facts*



To position Premium Waters as a thought leader, and to indirectly promote our products and services, the first area of focus will feature water facts, including information about bottled water, hydration, and sustainability. These posts will be supplemental to the overall strategy in support and alignment with the other content areas.



Did you know #BottledWater has the lowest water use ratio of any packaged beverage? Check it out!
<http://bit.ly/2FVUER8>



Did you know that even when *mildly* dehydrated, individuals experience fatigue, greater anxiety, and poorer performance on computerized mental tasks?

You could feel so much better than you do right now and you don't even know it. #dehydration #stayhydrated #healthyliving
. .
#bottledwater #water #selflove #lifestyle #betteryou #loveyourself #hydration #stayhydrated #drinkwater #drinkup #waterislife #healthychoices #healthylife #healthierchoices #health #fitness #health #healthy #instahealth #instafit #fitness



"82% of AMERICANS think they should drink more water."

Are you a part of the 82% #stayhydrated #drinkmorewater #bottledwater #water #selflove #lifestyle #betteryou #loveyourself #hydration #drinkwater #drinkup #waterislife #healthychoices #healthylife #healthierchoices #health #fitness #health #healthy #instahealth #instafit #fitness



Easiest way to lose weight? Drink more water. It's honestly that simple. Swap ONE drink a day for a glass of water instead.
. .
#healthychoices #healthylife #healthierchoices #health #fitness #health #healthy #instahealth #instafit #fitness

Area of Focus: *Coffee Life*



Coffee is an **obsession** for a lot of consumers. Premium Waters will capitalize on this interest by publishing content highlighting a coffee-drinker's lifestyle. These posts allow us to relate to these followers and build trust, but also provide a platform to inform and educate about our coffee services.



What is your favorite snack to pair with coffee?
#crumpets #oopsthatstea #scones
#muffins #cookies #snacks



Just a lil' sip of heaven 🍷



Don't feel guilty!! Check out the 10 benefits of how coffee is healthy for you on our facebook page!

.
.
#coffee #coffeebar #morningcoffee
#freshcoffee #latte #espresso
#coffeeshots #frappuccino #frappe
#cappuccino #coffeetime #coffeesesh
#coffeebreak #coffeegram #instacoffee
#butfirstcoffee #coffeelife
#coffeeoftheday #coffeart
#coffeemaker #coffeebean



One cup is not enough.
#needmorecoffee #coffeaddict
#caffeineaddict

.
.
#coffeebar #morningcoffee
#freshcoffee #latte #espresso
#coffeeshots #frappuccino #frappe
#cappuccino #coffeetime #coffeesesh
#coffeebreak #coffeegram #instacoffee
#butfirstcoffee #coffeelife
#coffeeoftheday #coffeart
#coffeemaker #coffeebean

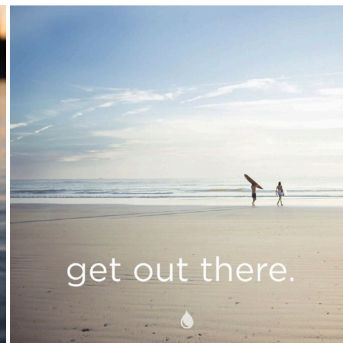
Area of Focus: *Inspiration & Motivation*



Many people use social media to get a glimpse of the things they cannot see or experience in the day-to-day real world. With this in mind, Premium Waters will be the source of inspiration and motivation that users aren't commonly receiving in their daily lives. Our brand will lift people up, encourage them to get outdoors, have fun, enjoy life, go on adventures, and share experiences. If a simple quote from our organization can be the inspiration a person needs to make a change or have a better day, we are building genuine relationships and driving authentic brand loyalty.



It's 2018 and everything moves so fast. Take some time to slow down and soak it all in #slowdown #thelittlethings #appreciation



What are you doing today that gets you closer to where you want to be tomorrow? #Motivation



Time. One thing we have so much of, but aren't able to hold on to. Spend time with a loved one today - even if it's over the phone. #celebrate #lovelife #lovedones #friends

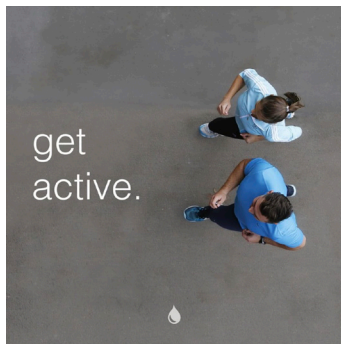


Enough said 😊😊
.
.
#smile #perspicitve #behappy #life #goodlife #beagoodperson #lovelife #makesomeonesmile #happy

Area of Focus: *Health, Fitness & Self-Care*



In line with Inspiration & Motivation, Premium Waters will motivate people to drink more water, eat better, live a healthy, active lifestyle, and practice self-love. With the world full of judgment and negativity, Premium Waters will foster a safe space and a judgment-free zone on social media. We will empower our audience to live their best lives!



Tips for starting and sticking with a workout routine! <http://bit.ly/2oSDXh2>
#motivation #healthyliving

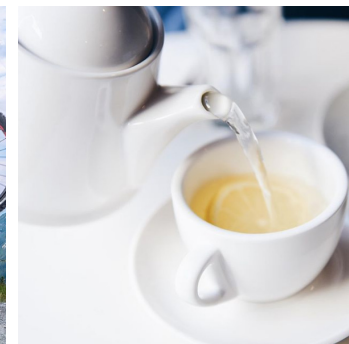


Finding it difficult to drink enough water throughout the day? Eat more fruit! It has a high water content and is packed with vitamins, minerals, and fiber. #healthyliving



Any die-hard cyclers out there? Staying hydrated is SUPER important for your performance! Check out the link on our Facebook page for why! .

#cycling #bicycles #workout #cyclist #hydrate #athlete #fitness #bottledwater #water #selflove #lifestyle #betteryou #loveyourself #hydration #stayhydrated #drinkwater #drinkup #waterislife #healthychoices #healthylife #healthierchoices #health #fitness #health #healthy #instahealth #instafit #fitness



5 ways warm lemon water can change your life! <http://bit.ly/2H9t7Ls> 🍋 🍋
#healthyliving

The Finer Details



It is important to outline and understand the intention of the messaging and how it should be structured as a company standard:

Voice, Formatting, Content and Hashtag Usage



discover
new places.
#adventure

The Finer Details: *Voice*



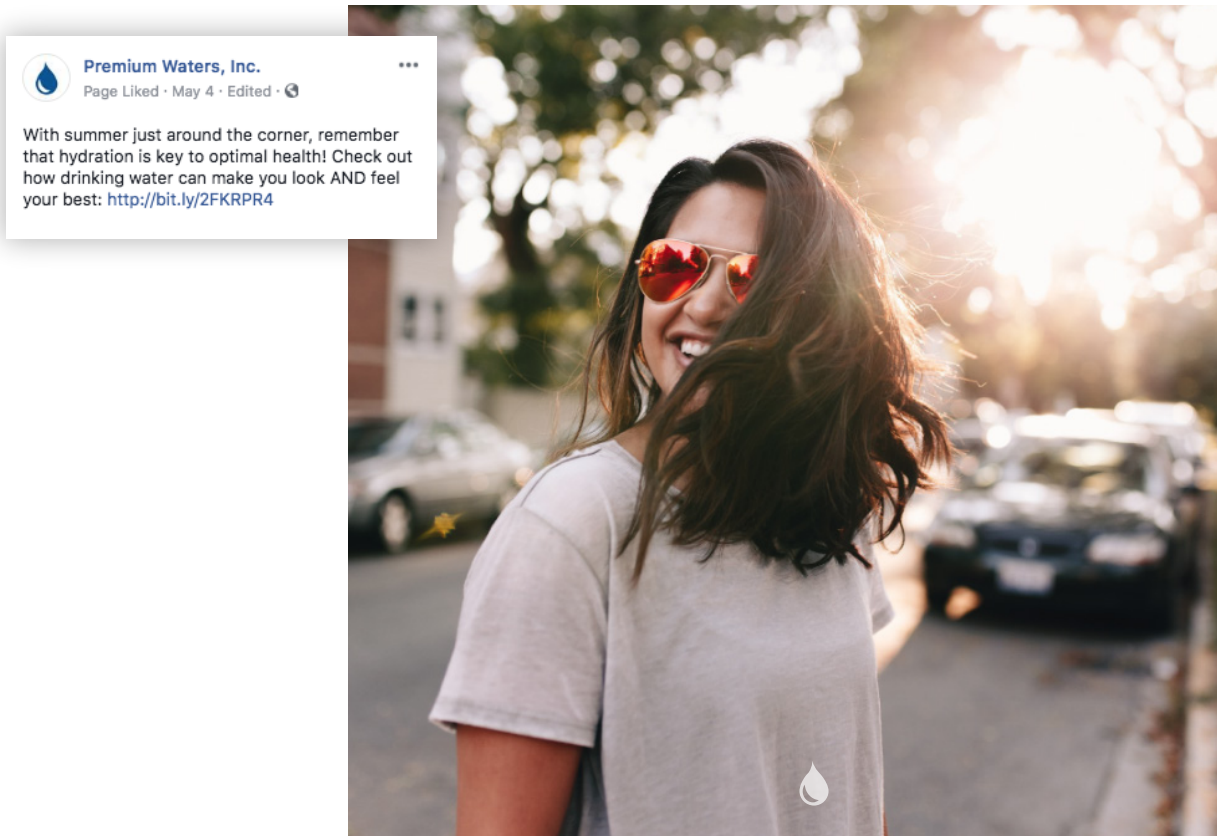
The Premium Waters voice should be friendly, clean and playful. Posts should be positive, motivational, fun, and avoid sarcastic humor. Premium Waters should be seen as a friend; we will be positioned as someone that followers trust and enjoy interacting with. Don't think corporate - *think casual*.



The Finer Details: *Formatting*



Posts will include copy, an image or branded graphic, and may feature a link that supports the messaging as well as applicable hashtags.



The Finer Details: *Content*



Posts should highlight one of the four content area topics previously outlined. Graphics and messaging should be consistent with changing seasons and conscious of relevant current events, both local and national, but messaging **will not** be political or offensive.

Water will always be featured, whether in copy or graphic, in a way that ultimately supports the message. This may include a feature of a Premium Waters' bottled water product.



The Finer Details: *Hashtag Usage*



Use of relevant, high-traffic hashtags in place of words in posts, especially on Instagram, are encouraged. Hashtags will be used on applicable platforms. Twitter and Facebook will use no more than five in a post, while Instagram will use up to 30.

“

Did you know that even when **mildly** dehydrated, individuals experience fatigue, greater anxiety, and poorer performance on computerized mental tasks?

”



You could feel so much better than you do right now and you don't even know it. It's important to [#stayhydrated](#) throughout the day!

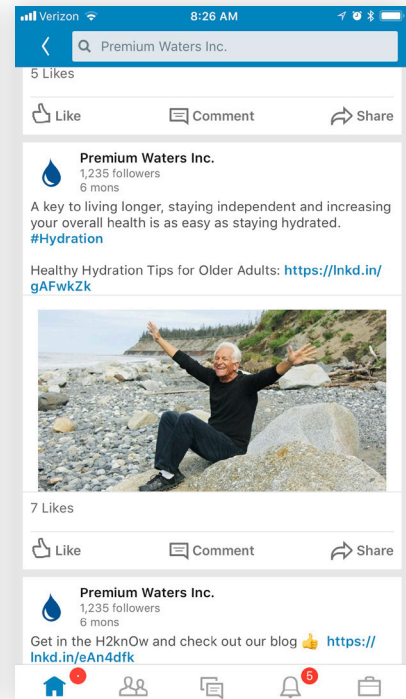
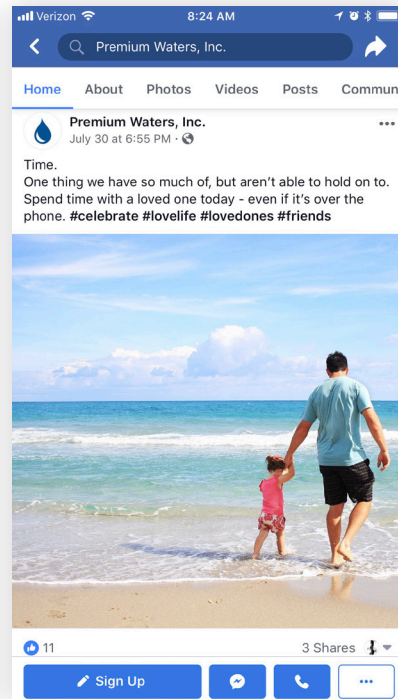
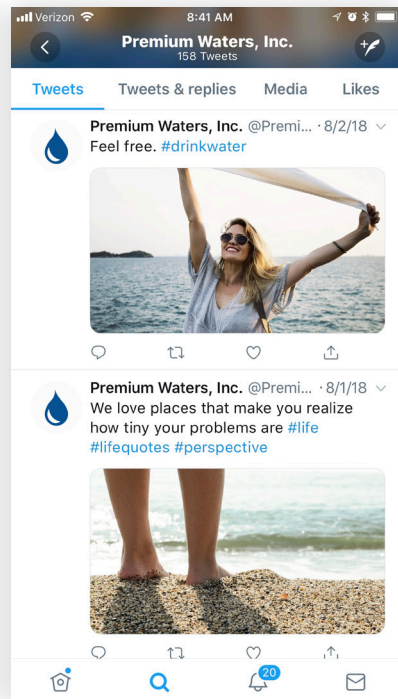
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[#healthyliving](#) [#bottledwater](#) [#water](#)
[#selflove](#) [#lifestyle](#) [#betteryou](#) [#loveyourself](#)
[#hydration](#) [#stayhydrated](#) [#drinkwater](#)
[#drinkup](#) [#waterislife](#) [#healthychoices](#)
[#healthylife](#) [#healthierchoices](#) [#health](#)
[#fitness](#) [#health](#) [#healthy](#) [#instahealth](#)
[#instafit](#) [#fitness](#)

Demographics



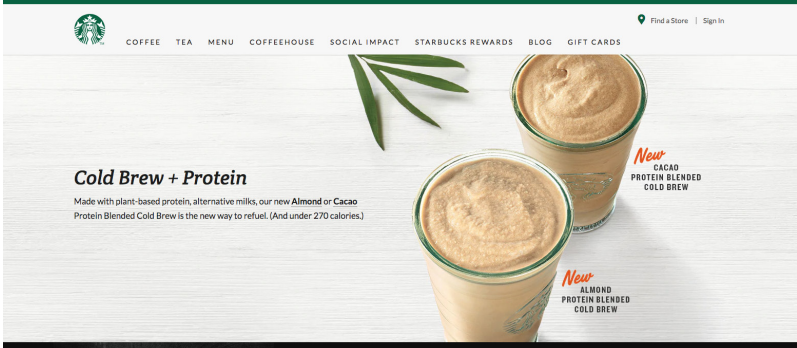
Premium Waters' intended social audience is a diverse, younger demographic that loves an active and healthy lifestyle. Though everyone drinks water and can ultimately relate to our content, it's important to focus on building an active and engaged audience while maintaining existing followers.



Successful Brands That Support Our Direction



On social media, content is king. We've provided real-world examples that support Premium Waters' purpose by highlighting the content and messaging of a few successful, but very different, lifestyle brands, including CorePower Yoga, Free People, and Starbucks.

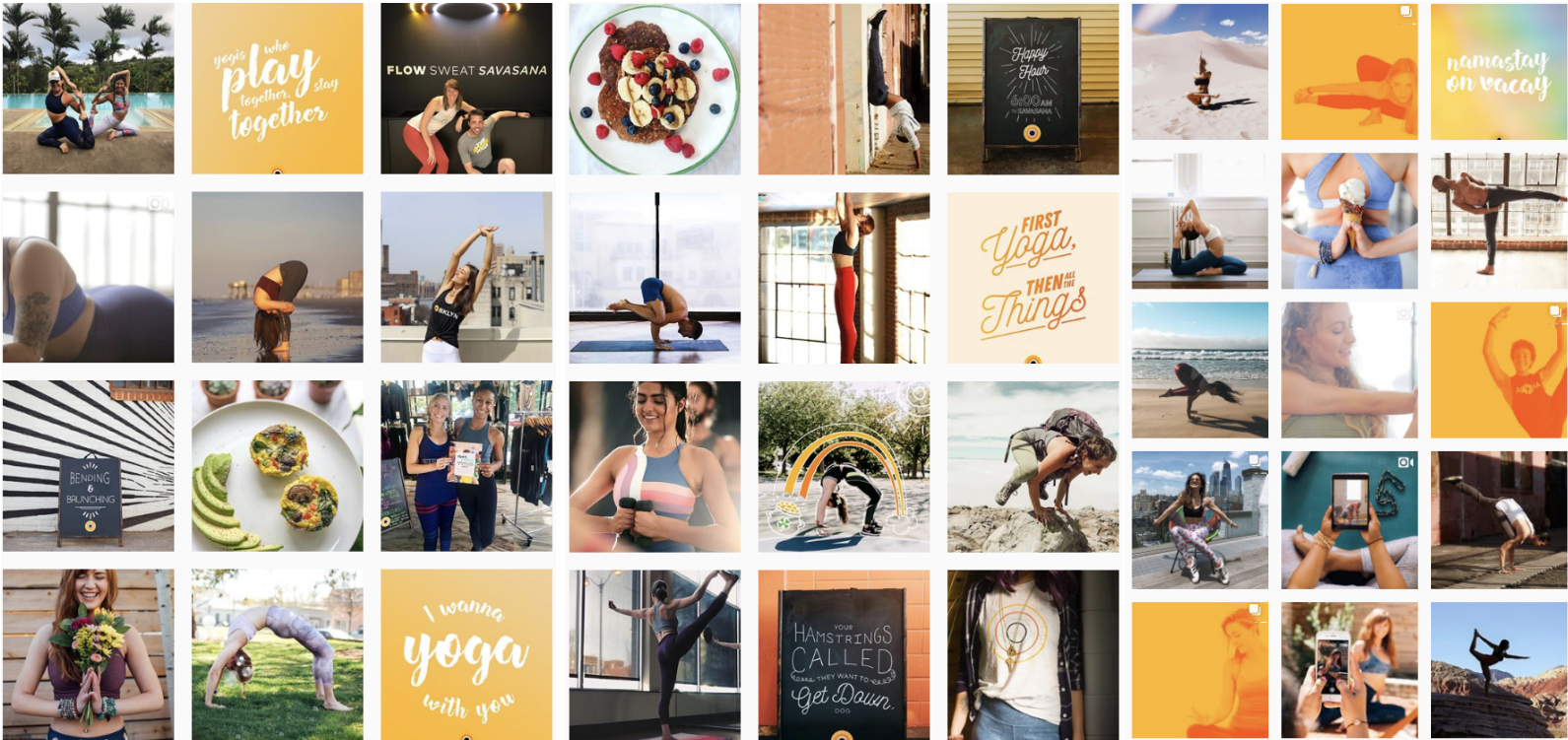


Successful Brands That Support Our Direction



CorePower Yoga

CorePower Yoga has been extremely successful in their ability to merge graphic and branded content with lifestyle photography. They showcase the lifestyle of yoga and healthy living in a relatable way. While their feed is not necessarily color focused, all photos have the same “feel”.

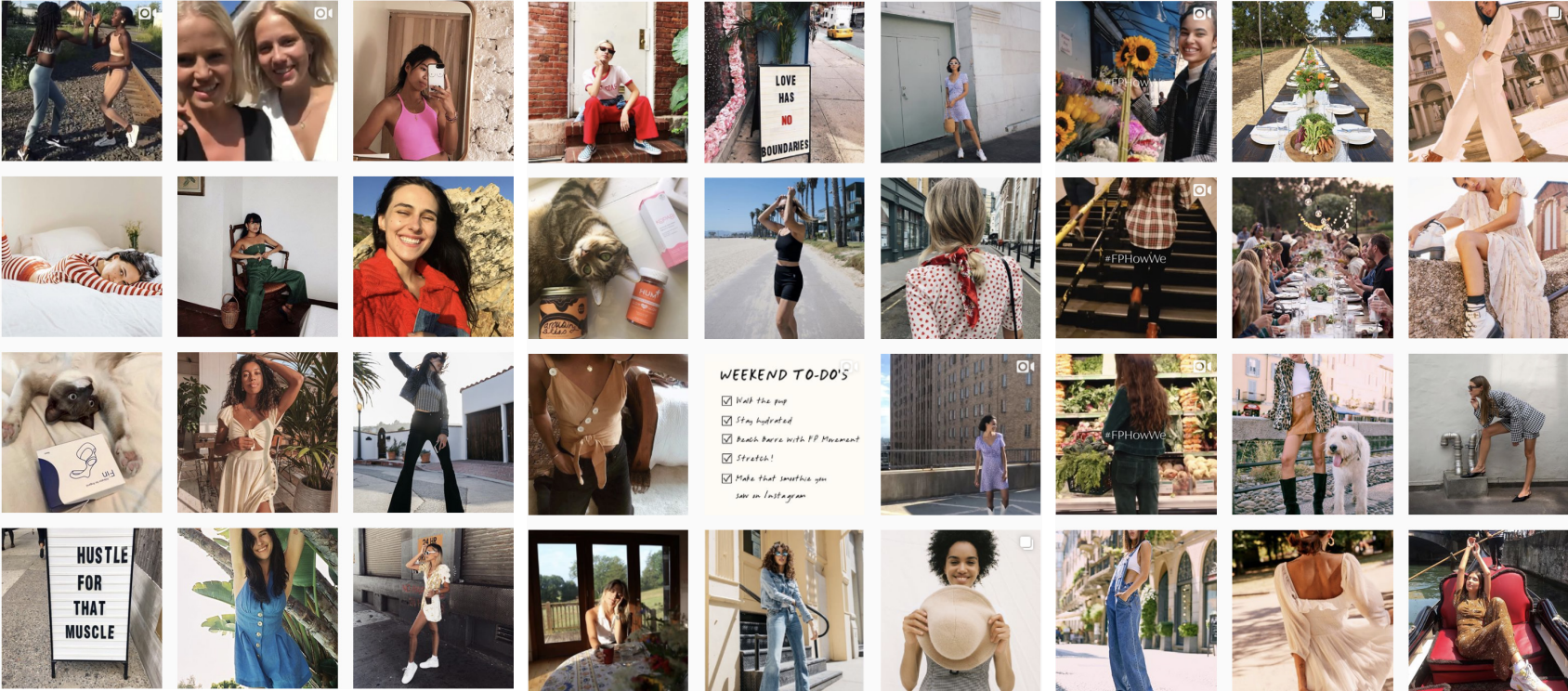


Successful Brands That Support Our Direction

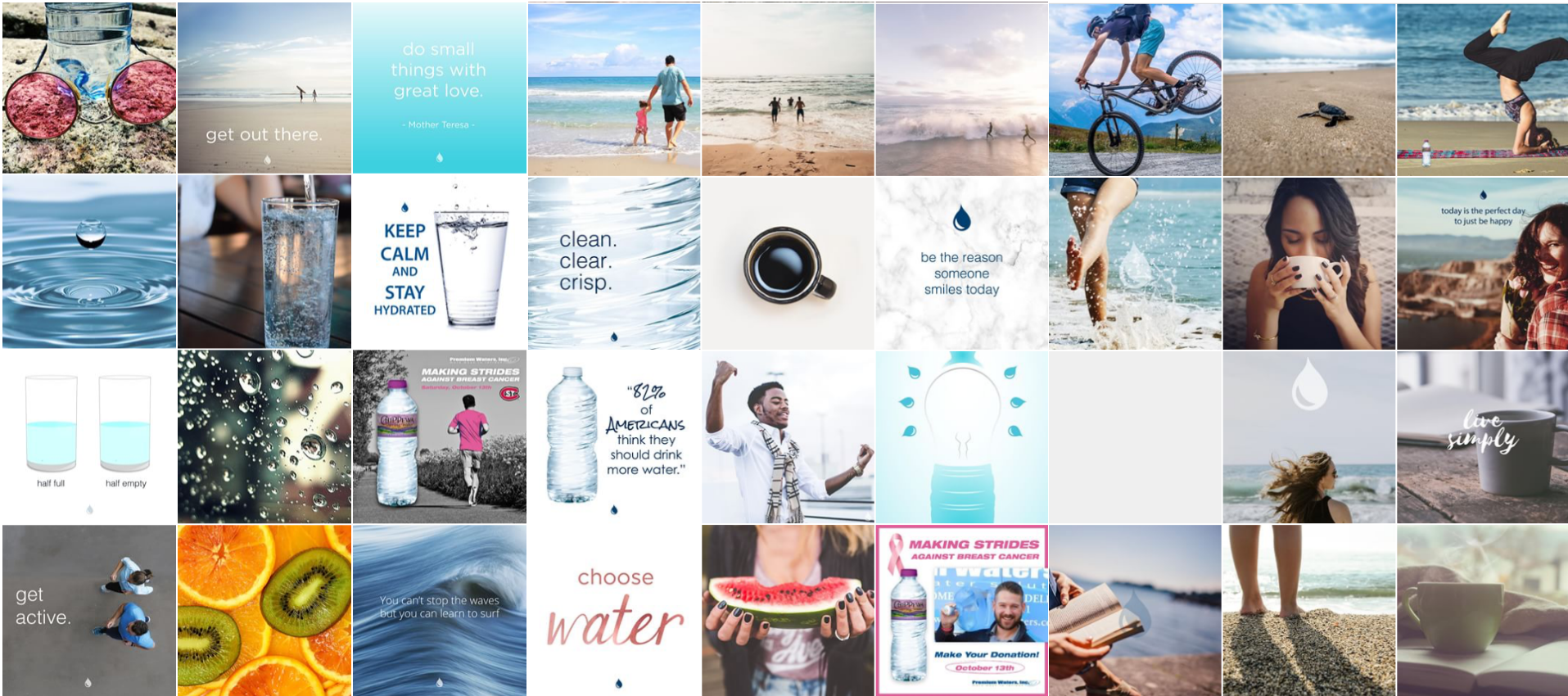


Free People

Free People presents itself as very “real”; it features their clothing being worn by real people in the real world. Very few graphics feel manufactured or studio driven.



Look Book



Water Droplet Integration



Premium Waters will use the water droplet icon featured in our company logo as a social media *logo* and graphic *design element*.



choose
water



Water Droplet Integration: *Use as a Logo*

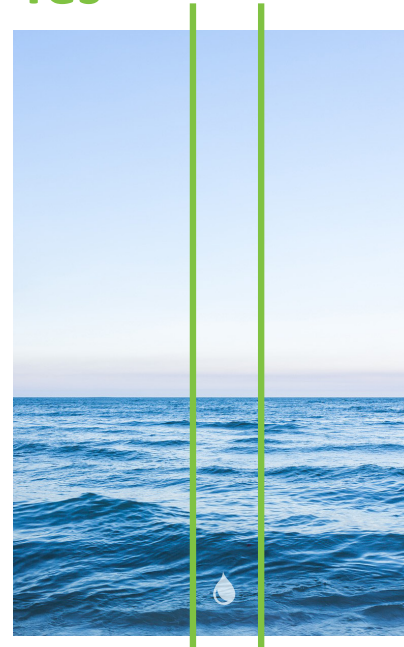


Color & Opacity

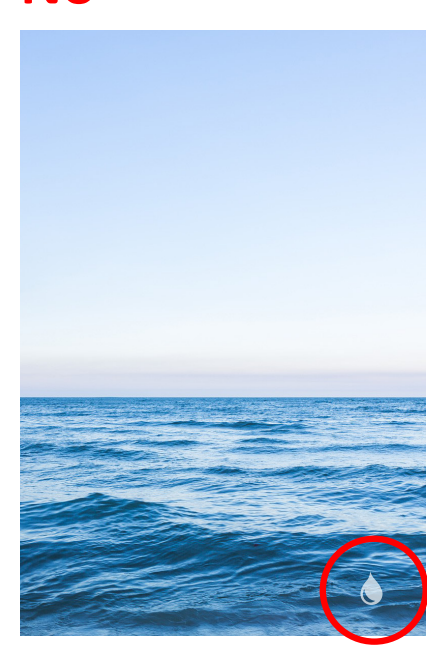


Placement

Yes



No



Imagery Usage

The water droplet is always centered. It is never placed in the bottom left or right-hand corner of an image (vice versa on the top and bottom of an image).

Water Droplet Integration: *Use as a Design Element*



Placement

Yes



Yes

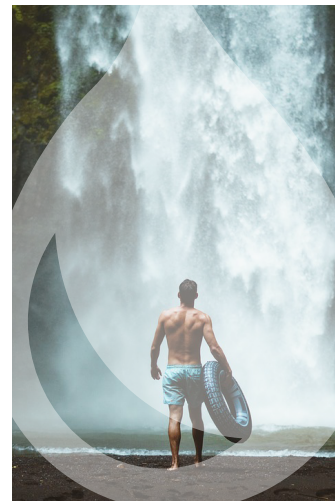


Graphic Usage

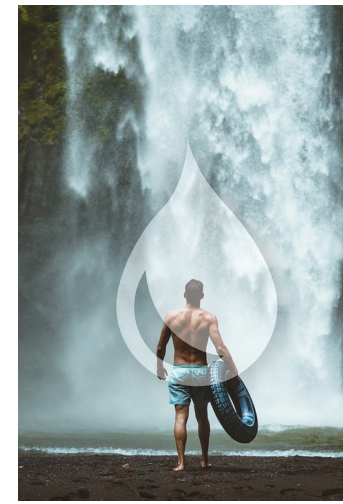
The water droplet can be displayed as a design element for graphic posts at any angle with any positioning and any selected brand color of Premium Waters.

Size & Dropshadow

Yes



Yes



Imagery & Graphic Usage

The water droplet can be used at any size with any drop shadow effect.

How Can You Help?



For Premium Waters to establish itself as a lifestyle brand and **build trust**, it needs to feel real. As it stands, the majority of post graphics originate from stock imaging. So how can you help? By providing us with content!

We want to see **real people** doing **real things** out in the world! Whether it's two friends meeting for coffee, cousins playing together at a family reunion, a student studying in a library, a group of friends going out for drinks on the weekend, a couple on a walk, or a family staying hydrated during a hike or workout, we want to share it. As long as it is appropriate and falls under one of the four content areas, it can support our purpose.



How Can You Help?: *Do's & Do Not's*



DO:

- Take photos that focus on lifestyle and engagement in an activity
- Be sure that all individuals in the photo have expressed consent for Premium Waters' use of the photo
- Send content ideas, quotes, and stories that fall under one of the four content areas.

DO NOT:

- Send photos that focus on one of Premium Waters' products or bottled water.
- Send photos of poor quality. Think about having good lighting and make sure the image is clear and not blurry.

Write to us about your weekend adventure or getaway. Take photos of your favorite activity or what inspires you. We welcome your content and ideas!

Please send all photos and content to PremiumWaters.Social@gmail.com!

Premium Waters, Inc.
more ways to refresh 

Developed & Managed by Twin Cities Agency

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research propelled marketing