

Social Media Strategy

Soft Launch

We are planning to do a soft launch of our brand, building our audience first on social platforms and gaining their trust. We will have an Instagram, Facebook, and Twitter presence for 3-6 months before launching our digital magazine. During this time, we will be sharing articles from other sites, promoting celebrities who are involved in sustainable-focused organizations and inviting them to share our content on their platforms, and partnering with micro-influencers to have them submit videos, share content, and do Instagram takeovers.

Reach

We will reach our audience by posting relevant, interesting, and engaging content on our social media platforms, utilizing Instagram, Twitter, Facebook, YouTube, and Pinterest, posting at least once a day on Facebook, Twitter, and Instagram and approximately once a week on YouTube. Events that are promoted on our social media platforms will also be a way to reach a larger audience and involve the community. Polls will be a fun way for users to interact and provide us with insights into what topics gain the most traction and how to shift our articles to be relevant. We will also feature influencers and celebrities that are active or founders of environmental and human rights focused organizations. We will create unique hashtags, such as #ShiftThrift, and use trending hashtags, such as #MeatlessMonday, for Twitter and Instagram that will help reach new viewers and encourage our existing audience to share our content. We will incorporate user generated content in our Food vertical for recipes and restaurant reviews in metropolitan areas across the United States.

YouTube & Pinterest



YouTube and Pinterest will not drive traffic so much as they will be platforms to increase brand awareness and name recognition. On YouTube, we will post slightly longer videos, keeping them in the 6-10 minute range. These videos will be educational while still being fun and light-hearted. Our Pinterest boards will represent the pillars of content that are represented on our website, including photo and video posts.

Instagram



Instagram will be the main platform we will use to drive traffic back to our site. Here we will post articles and use the ‘link in bio’ feature so viewers can read the full article on our website. We will also post memes and time lapse videos that will relate to the younger spectrum of our demographic. Stories will be used to let the audience get to know and trust our team members, and highlights will create stronger connections to our experiential events and drive traffic back to our site through the ‘swipe up’ feature.

Instagram

Search

Get the app

Log in

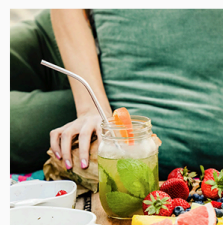
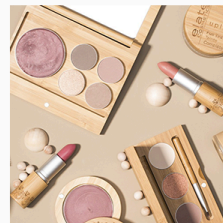


shift_mag

FOLLOW

Sustainable. Attainable. Relatable.
Shift is here to help real people implement small changes to make an everyday difference. We know that saving our planet isn't going to happen in one day—it's the small shifts that make an eco-conscious life attainable.

213 posts 496 followers 112 following

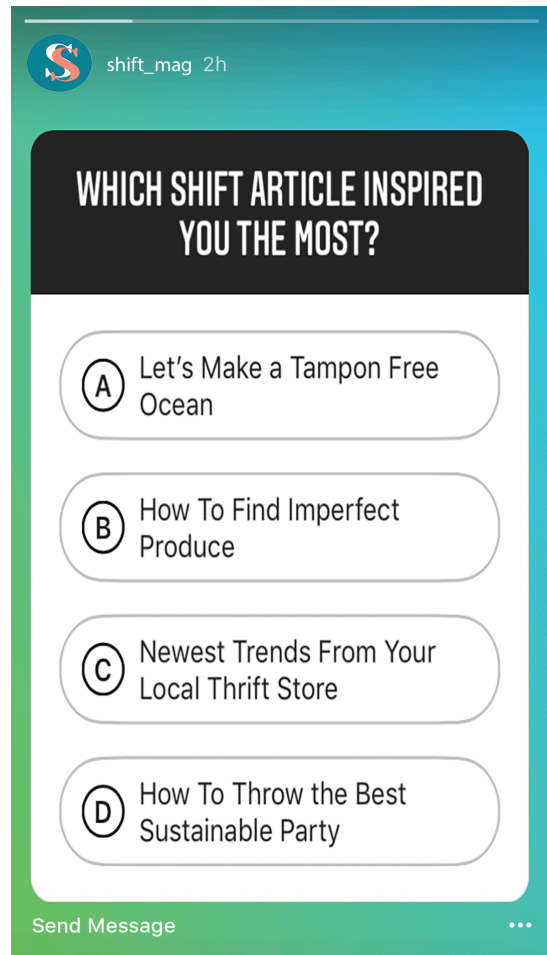
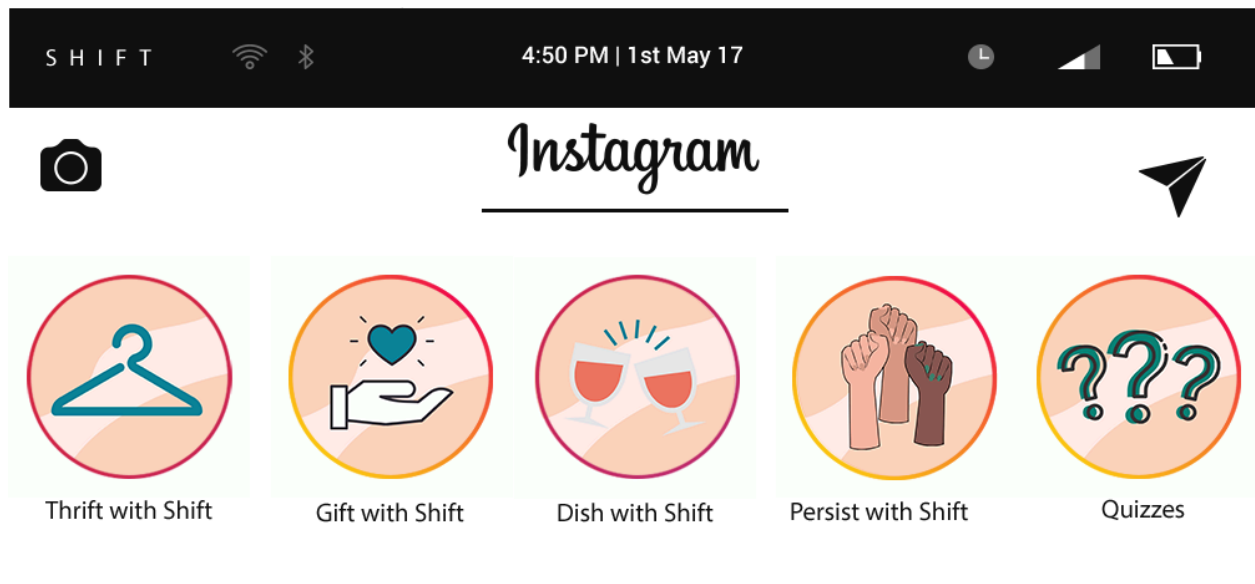


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Instagram Highlights and Stories





shift_mag 2h

HOW OFTEN DO YOU
REMEMBER TO BRING YOUR
REUSABLE TOTE?

I LOVE MY
SHIFT TOTE!

I KEEP
FORGETTING..

Send Message

See More



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HOW OFTEN DO YOU
REMEMBER TO BRING YOUR
REUSABLE TOTE?

IF YOU KEEP FORGETTING
TO BRING YOURS WHEN YOU
GO TO THE STORE, SHIFT IS
HERE TO HELP!

SWIPE UP TO SEE OUR

MERCH!

Send Message

See More





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TAKE OUR QUIZ

PLAN YOUR OUTFIT FOR A NIGHT
OUT AND WE'LL GIVE YOU THE
PERFECT ECO-FRIENDLY
RESTAURANTS

PICK A TOP



Send Message

See More



Twitter



Twitter is another platform that we will use to drive traffic back to our site. We will engage users with live tweets during our experiential events, bring the community together with information on local events, and post tweets on environmental news and headlines.



Shift Magazine  @shift_mag · 1m

Join Shift Magazine this Saturday at our Thrift Pop-Up in Brooklyn! The perfect outfit is waiting for you! Make sure to post a pic of your finds and tag us using [#ShiftThrift](#) Thanks for helping us reduce waste! 😊👕👗👖

💬 212

↻ 1.2K

❤️ 1.2K



Shift Magazine  @shift_mag · 1m

Prime Minister @JustinTrudeau is making a plan to ban single-use plastics! Way to go Canada!

[#ZeroWaste](#) [#Reduce](#) [#Environment](#)
[#BanSingleUsePlastics](#) 🌍

💬 212

↻ 1.2K

❤️ 1.2K



Facebook



Facebook will help us reach the older end of our demographic and drive traffic by posting articles daily that links back to our site. We will post quizzes and 30 second to 2 minute informational and how-to videos on this platform. Facebook groups are becoming increasingly popular and will help us build a loyal community.

A screenshot of the Shift Magazine Facebook page. The page header features the Facebook logo, a search bar, and navigation links for Home, Friends, Messages, and a dropdown menu. The main cover image shows a black quilted bag, a gold watch, and a pair of sunglasses, with the text "Sustainable. Attainable. Relatable." overlaid. The Shift Magazine logo, a red circle with a white 'S' and a blue arrow, is in the bottom left corner. Below the cover image are tabs for Timeline, About, Photos, Events, and More. The left sidebar contains a search bar, a post count of 50,123, and an "Invite friends to like this Page" button. The main content area shows a post from Shift Magazine, dated 1 minute ago, with the text "Some heroes wear capes—some use metal straws. What's your super power? Let us know in the comments section!" and five superhero emojis. The post image shows a hand holding a metal straw over a glass of green juice with fruit. The post title is "5 Ways You Can Be A Superhero For The Planet" and the URL is www.shiftmagazine.com. At the bottom are buttons for Like, Comment, and Share.

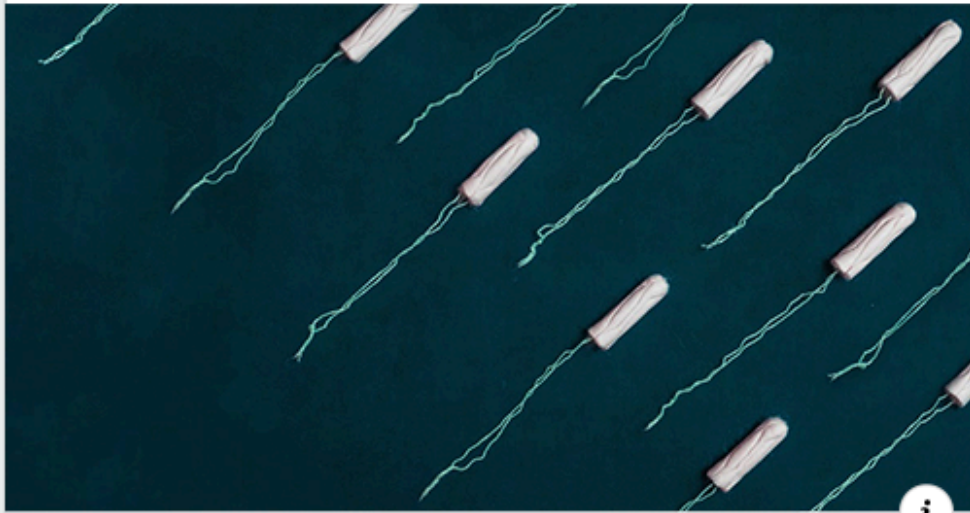


Shift Magazine

Yesterday at 14:12 · 🌐



Learn how you can have a more eco-friendly period and keep our oceans plastic free 🐟



SHIFTMAGAZINE.COM

Make Shark Week Shark Friendly: Let's Make A Tampon Free Ocean

👍❤️😮 62

3 Comments 10 Shares



Like



Comment



Share

Most relevant ▾



Write a comment...



Alex Has anyone tried the products mentioned? Any recommendations?

👍❤️ 3

Like · Reply · 1w

↩️ 3 Replies · 8 mins



Jordan Oh my god! I had no idea!

👍 2

Like · Reply · 1 hr

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Shift Magazine

Yesterday at 14:12 · 🌐



Is your date night hurting the environment? Click here to find our top picks that will make hooking up fun and bio-friendly 🤗



SHIFTMAGAZINE.COM

Can Condoms And Sex Toys Be Bio-Friendly?

👍❤️🤗 212

10 Comments 26 Shares



Like



Comment



Share

Most relevant ▾



Write a comment...



Ash This had never even crossed my mind...

Like · Reply · 1w

👍❤️ 3

↩ 3 Replies · 8 mins



Casey Sharing this!!

👍 2

Like · Reply · 1 hr

[View more comments](#)