

A photograph of a young man and woman sitting at a table, looking at a smartphone together. The woman is leaning over the man's shoulder, and both are smiling broadly. The man is wearing a blue denim shirt and a watch. The woman is wearing a red and blue striped shirt. The background is a blurred indoor setting.

# Ingenious

SOCIAL MEDIA GUIDELINES



WELCOME

## #TeamINGENIOUS

This guide will help you to produce beautiful, exciting content on your social media channels that's relevant and engaging to your own audience.

The content you create should be as natural and authentic as possible, allowing you to showcase your professional beauty and wellbeing expertise whilst helping to educate and entertain your audience.



## CHANNELS

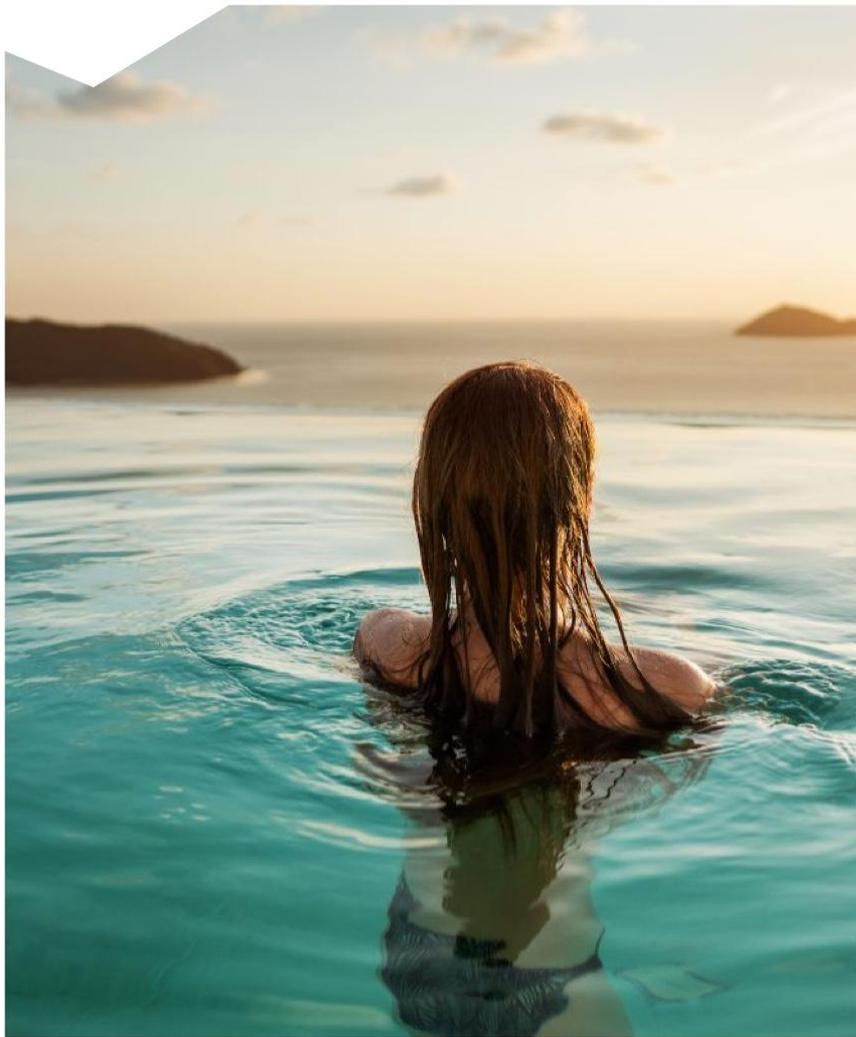
# Content Types

- **Instagram** - posts (photo, short video, IGTV), story
- **Twitter** - photo, video
- **Facebook** - photo, video
- **Blog post** - the content can also be shared on [feelingingenious.com/blog/](http://feelingingenious.com/blog/)
- **Sina Weibo** - photo, video



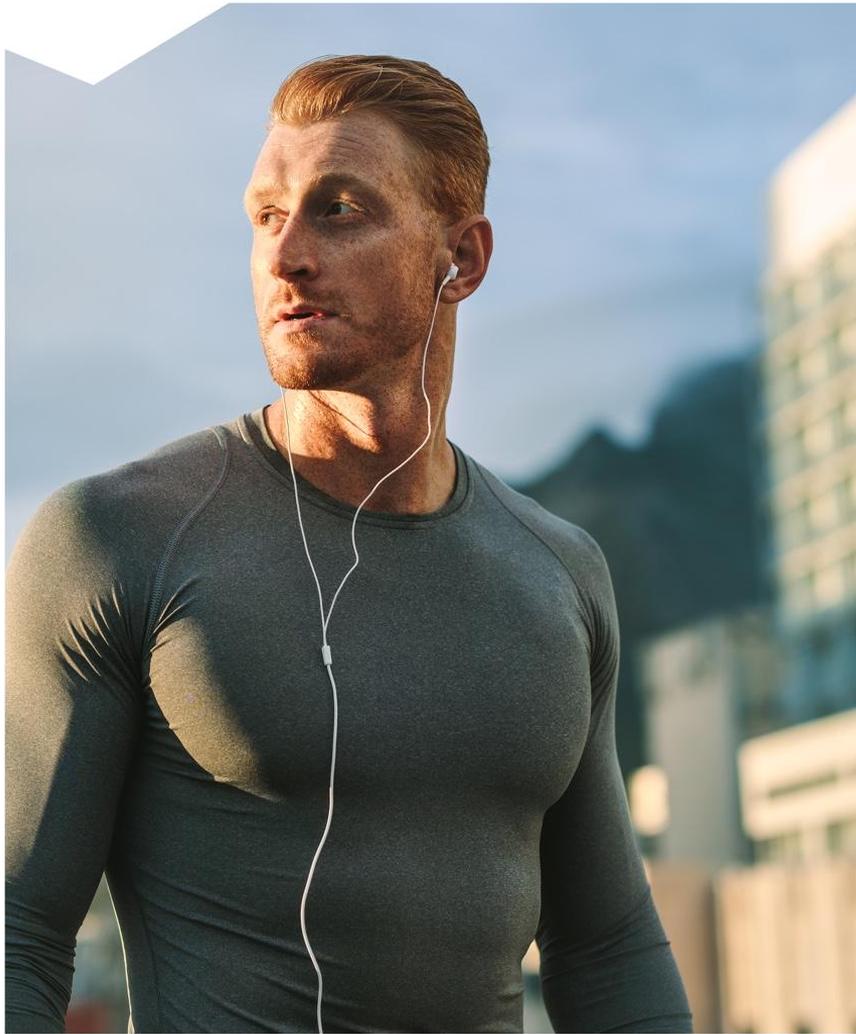
## SOCIAL POSTS

- **Hashtags** - make sure you tag *#feelingingenious* along with the product you used so we can find your post, but feel free to use as many hashtags as you want e.g. *#clinicallyproven #beautysupplements #provenskincare #collagen #ingeniousbeauty #ingeniousvegan #glow #radiant #ingeniousactive #skincareroutine #radiantskin #investin vitality #collagenpeptide #hyaluronicacid #astaxanthin* etc...
- **Your discount code** - include your affiliate discount code in the main body of your caption - when people use this code the sale will be attributed to you automatically
- **Products** - please include which Ingenious products you used to increase the exposure and relevance
- **Abide by the rules** - please follow the ASA standard guidelines for posting on social media



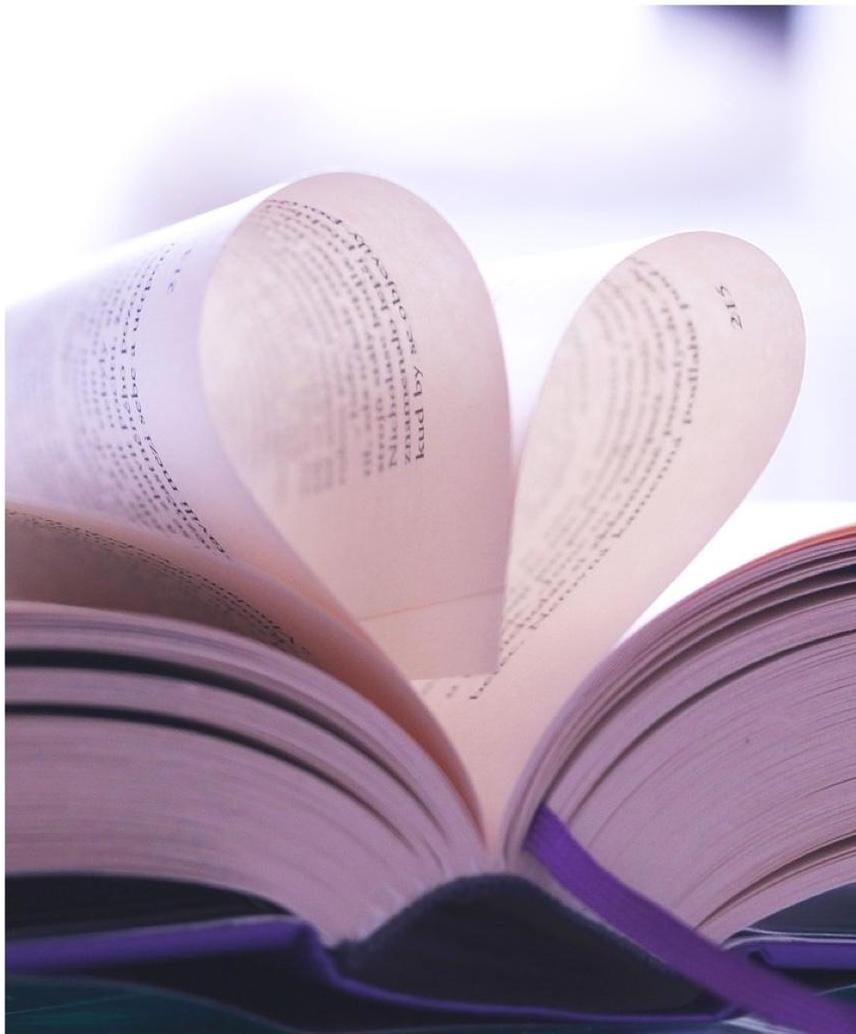
## CONTENT IDEAS

- Your story and journey with Ingenious products, (before and after pictures work well)
- Introduce Ingenious products and explain why we are different (patented capsule that protects collagen)
- Our Ingenious Beauty clinical trial results
- The collagen calculator
- Beauty Benefits - skin (elasticity, hydration, wrinkle reduction) plus stronger hair and nails
- Health benefits (more supple joints, combats eye fatigue, enhanced brain function and all related body improvements)



## CONTENT IDEAS

- Ingenious ingredients - found on each product page
- Including Ingenious in your morning/ night time routine
- News, offers and promotions
- How to's (get a glowing skin, manicure at home, make up for a zoom call, etc.)
- Collagen & fitness
- Collagen & menopause (if appropriate)
- Environmental credentials (the efficacy of the product and the recyclable packaging)



## RESOURCES

- **Ingenious photos** - we'll share a link to our affiliates dropbox photo library - images you're welcome to use
- **Product information** - product information can be found on our website - including how to take our supplements, and frequently asked questions
- **Ingredients & benefits** - each product page on our site details the ingredients and its benefits
- **Blog posts** - our blog posts contain useful insights into Ingenious supplements, the science of collagen and our company story
- **Collagen calculator** - our unique collagen calculator is a great way for your followers to quickly see and understand why taking a collagen supplement is so beneficial



### Ingenious Beauty

Using three natural ingredients including marine collagen peptide, In



Liked by feelingenious and 99 others

nicollebegovic What my bedtime regime looks like currently! Nourishment for my mind, soul and body

juleshearn • Following

juleshearn WINNER - BEST COLLAGEN SUPPLEMENT 2019 - I can't live without them! For those who know me they can tell you my life is hardly one of calm and tranquility! In fact its quite the opposite and I have hardly been shy of living I product has I should be I honestly (ha recommend added expense take it for 5/6 effects but or will never leave The current c hours more v free and whe get an extra

Like Comment Share

Liked by feelingenious

JUNE 21



Liked by feelingenious, zhoule\_94 and 99 others  
skinstore If @sarahbarlondo loves @ingenbeauty Ultimate Collagen+, then they must be good! Refer to link in bio and enjoy 😊 #repost #ingeniousbeauty #natural #naturalingredients #healthy #healthylifestyle #lifestyle #routine #beautyroutine #eveningroutine #nutrition #skincare #collagen #clevercapsule #hair #goals #bloggers #beautybloggers #instabeauty #ingeniousbeauty

## EXAMPLES



niapattenlooks I know what I'm SUPPOSED to do (eat lots of varied plant based food). What with work and kids... my diet is just a bit crappy and I'm way too fond of creps and wine. This is where Ingenious comes in. It delivers marine derived collagen peptides, hyaluronic acid and powerful antioxidants in an enteric coating. Fingers crossed they make their way to my skin and give my face a bit of badly needed 'oomph'. I'm really excited about this supplement, it's won a variety of awards and contains one of nature's most powerful antioxidant- Astaxanthin. #gifted #collagenpeptides #astaxanthin #beautyfromwithin

Like Comment Share

Liked by feelingenious and 25 others



rachies\_world • Follow

rachies\_world 💕💕💕

On to my fifth and final jar of @ingenbeauty Collagen Capsules. Going to have to restock ASAP but where those discount codes at when you need them!?

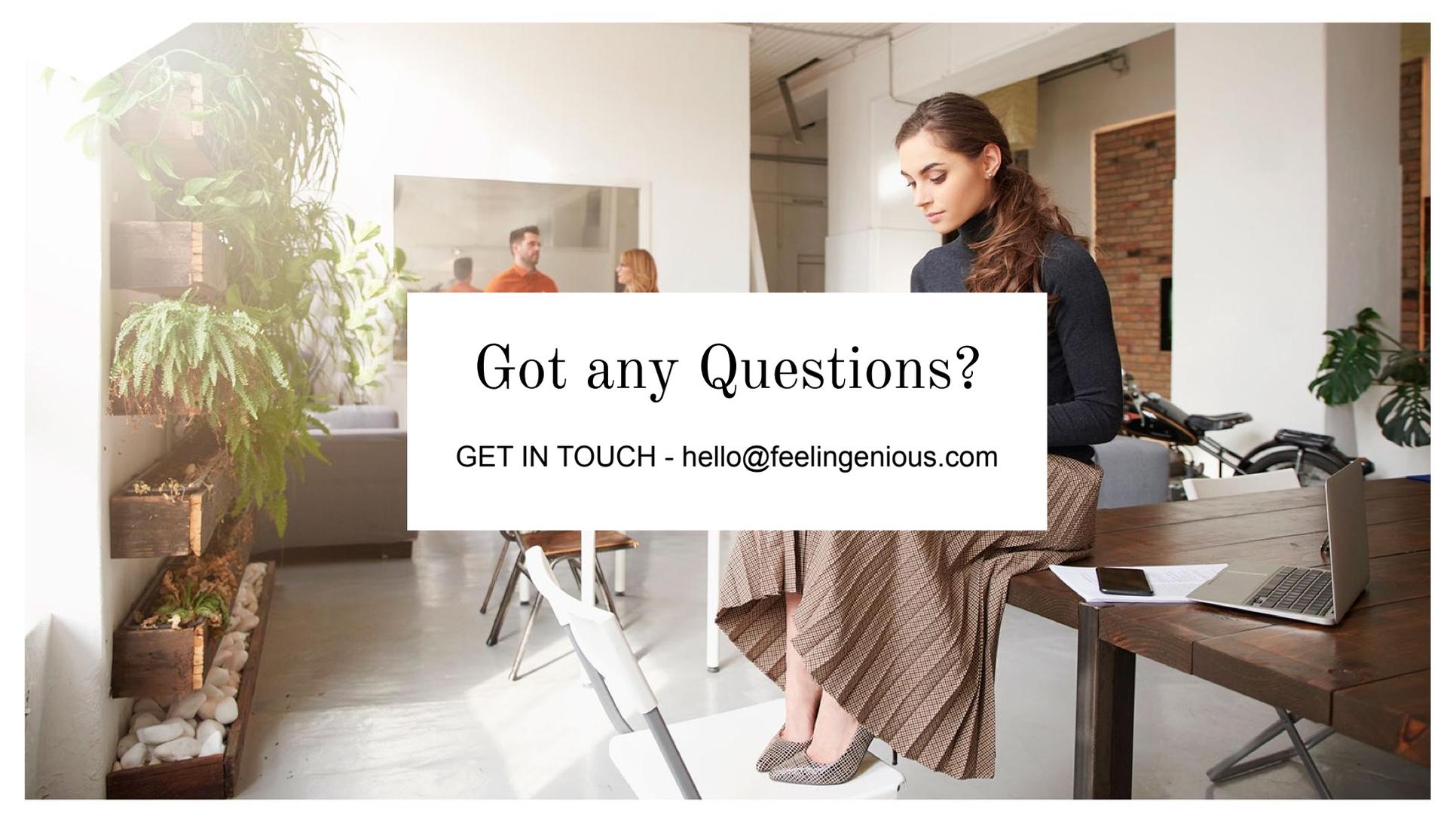
I'm always a sceptic when it comes to this type of product. There's very limited evidence that ingested collagen does anything so I wasn't hopeful for these - kinda thought I'd just get expensive urine. I only bought them as a last ditched attempt to improve my hair which I'd ruined with dry shampoo 😭 BUT I really did notice that my hair and nails were so much stronger! The damage I had caused with dry

Like Comment Share

Liked by rachtoglow and 37 others

JULY 4, 2019

Add a comment... Post



Got any Questions?

GET IN TOUCH - [hello@feelingenious.com](mailto:hello@feelingenious.com)