

#ClickLove Social Toolkit

MAY 2017



AGENDA

- 1. Approach.**
- 2. Tone & Voice.**
- 3. Channels.**
- 4. Social Strategies.**

Approach.

APPROACH

People are using #ClickItOrTicket when jokingly posting photos of inanimate objects buckled safely in their cars. We'll tap into this existing behavior to incorporate our message that yes, your pizza is precious cargo - but you are too. So don't forget to take a second and #ClickLove by buckling yourself up.

Tone & Voice.

TONE & VOICE

Working in concert with visuals, the tone and voice of the copy have a great impact on establishing brand identity. In short, our voice should define our point of view & personality, while the tone can change slightly based on each post's visual personality.

Tone.

In aligning with the personality that is our voice, the copy will read as:

- Witty
- Colloquial
- Provocative

Voice.

Our voice will reflect someone who is:

- Assertive
- Supportive
- Wise

Channels.

CHANNELS

**The #ClickLove campaign will live on three main social channels -
Instagram, Facebook and Twitter.**

Instagram.

Copy

- Character count: 125 characters recommended
- Hashtag: #ClickLove, #ClickItOrTicket
- Emoji usage encouraged

Image

- Image ratio: 1:1
- Image size: 1080 x 1080 pixels
- Hashtag: #ClickLove (*only on proactive posts*)

Facebook.

Copy

- Character count: 90 characters (longer posts may be truncated on small screens)
- Hashtag: #ClickLove, #ClickItOrTicket

Image

- Image ratio: 4:3
- Image size: 1,200 x 900 pixels
- Hashtag: #ClickLove (*only on proactive posts*)

Twitter.

Copy

- Character count: 140 characters are available as images and GIFs no longer affect character count
- Hashtag: #ClickLove, #ClickItOrTicket

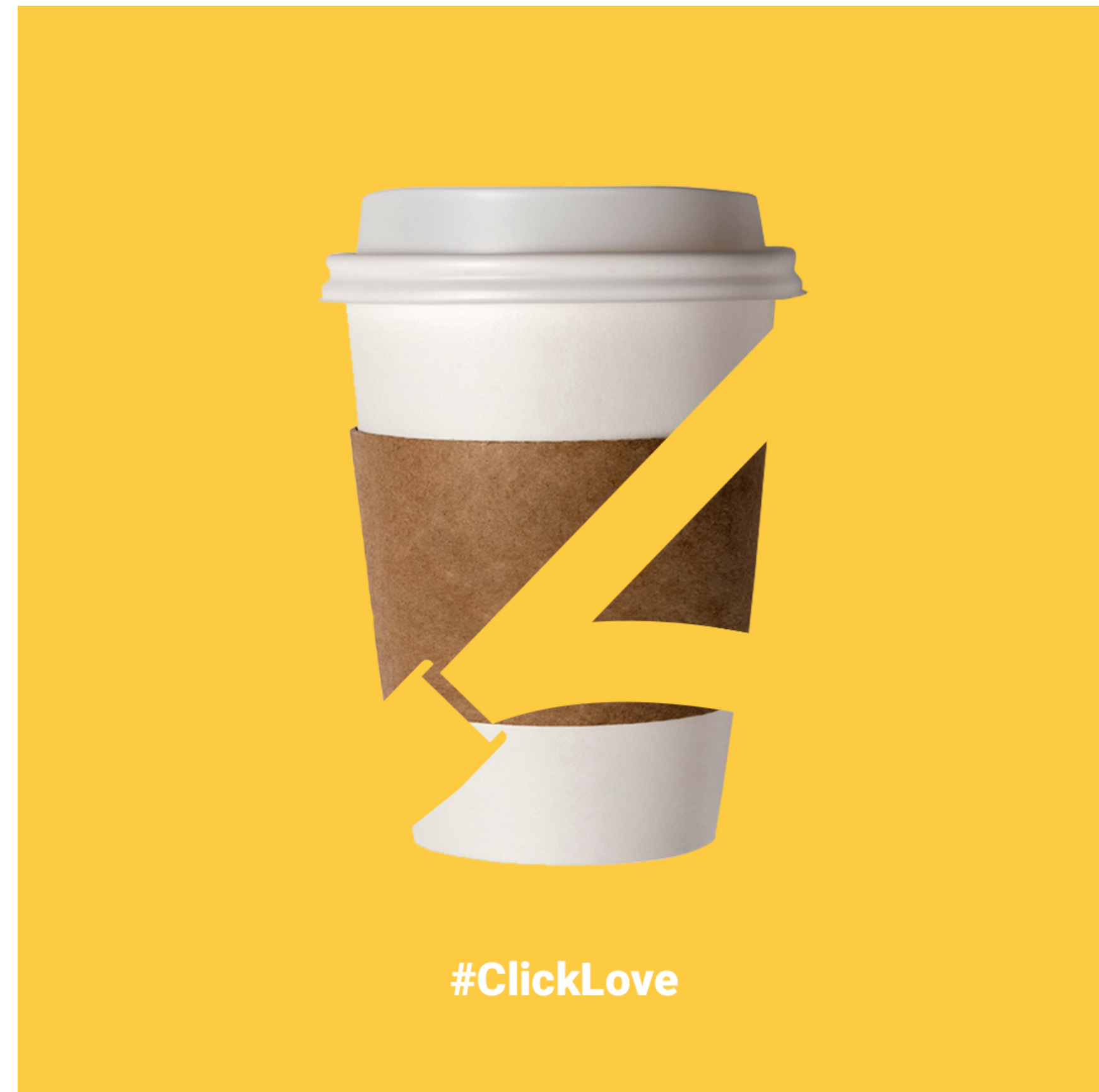
Image

- Image ratio: 2:1
- Image size: 440 x 220 pixels
- Hashtag: #ClickLove (*only on proactive posts*)

#CLICKLOVE SOCIAL TOOLKIT

Social Content.

PROACTIVE POSTS



Coffee

Visual: Coffee cup with graphic seat belt w/
#ClickLove.

FB Post Copy: If you care enough to buckle up your favorite cup a joe, why not show the #ClickLove for yourself? #ClickItOrTicket

TW Post Copy: If you care enough to buckle up your favorite cup a joe, why not show the #ClickLove for yourself? #ClickItOrTicket

IG Post Copy: If you care enough to buckle up your favorite ☕, why not show the #ClickLove for yourself? #ClickItOrTicket

PROACTIVE POSTS



#ClickLove

Teddy Bear

Visual: Teddy bear with graphic seat belt w/ #ClickLove.

FB Post Copy: Remember to #ClickLove - hey, you'd buckle up your little stuffed friend, why not yourself? #ClickItOrTicket

TW Post Copy: Remember to #ClickLove - hey, you'd buckle up your little stuffed friend, why not yourself? #ClickItOrTicket

IG Post Copy: Remember to #ClickLove - hey, you'd buckle up 🐻, why not yourself? #ClickItOrTicket

PROACTIVE POSTS



Bucket of Chicken

Visual: Bucket of chicken with graphic seat belt w/ #ClickLove.

FB Post Copy: #ClickLove - after all, if a bird who is no longer with us gets the VIP treatment, shouldn't you? #ClickItOrTicket

TW Post Copy: #ClickLove - after all, if a bird who is no longer with us gets the VIP treatment, shouldn't you? #ClickItOrTicket

IG Post Copy: #ClickLove - after all, if a 🐔 who is no longer with us gets the VIP treatment, shouldn't you? #ClickItOrTicket

PROACTIVE POSTS



#ClickLove

Skateboard

Visual: Skateboard with graphic seat belt w
#ClickLove.

FB Post Copy: Without you, it's just a slab of wood
and four wheels. So be sure to #ClickLove & buckle
yourself up too. #ClickItOrTicket

TW Post Copy: Without you, it's just a slab of wood
and four wheels. So be sure to #ClickLove & buckle
yourself up too. #ClickItOrTicket

IG Post Copy: Without you, it's just a slab of wood
and four wheels. So be sure to #ClickLove & buckle
yourself up too. #ClickItOrTicket

PROACTIVE POSTS



#ClickLove

Watermelon

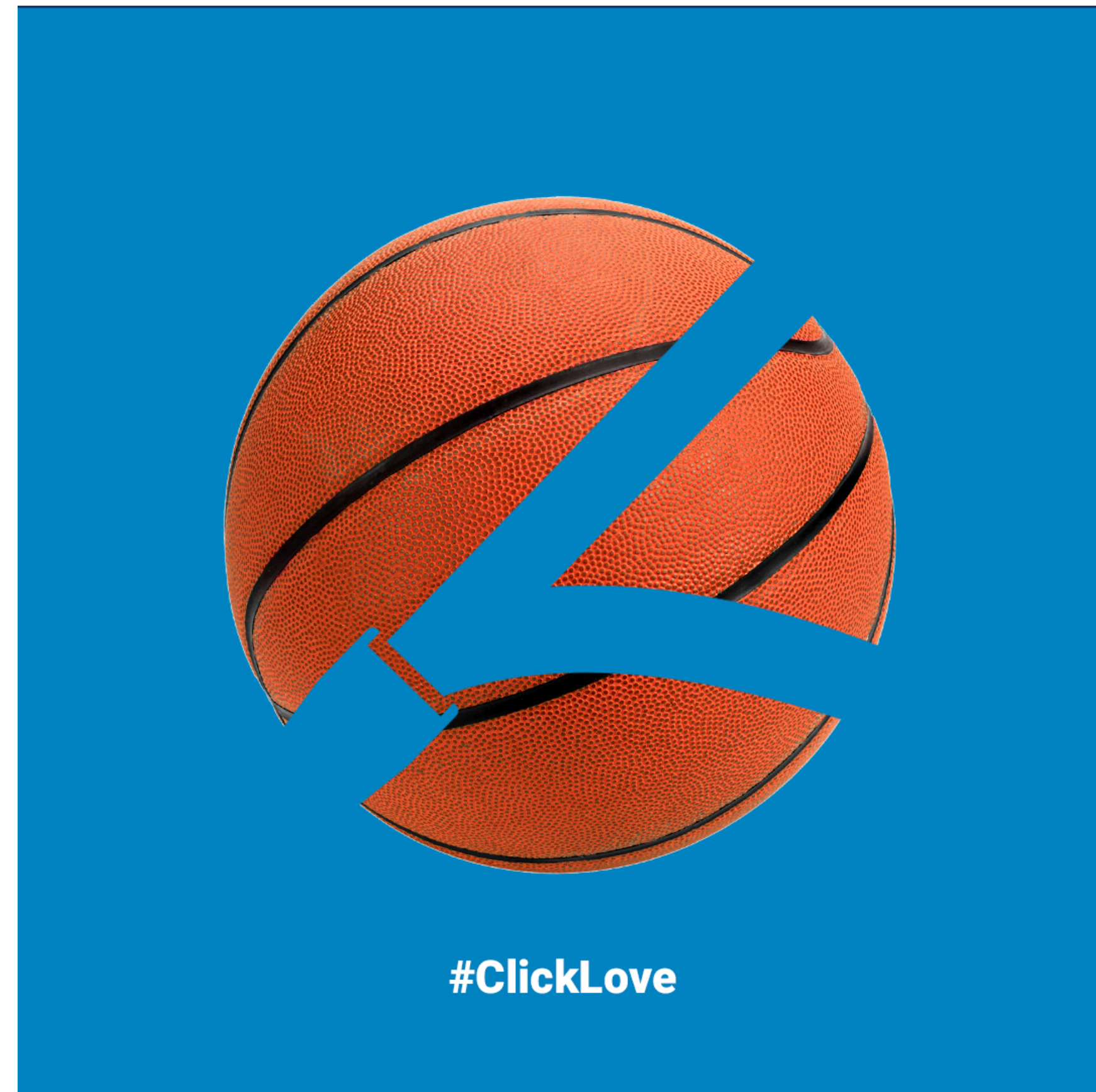
Visual: Watermelon with graphic seat belt w/ #ClickLove.

FB Post Copy: You know you can just buy another one for about \$4, right? But there's only one you, so buckle up. #ClickLove #ClickItOrTicket

TW Post Copy: You know you can just buy another one for about \$4, right? But there's only one you, so buckle up. #ClickLove #ClickItOrTicket

IG Post Copy: You know you can just buy another one for about \$4, right? But there's only one you, so buckle up. #ClickLove #ClickItOrTicket

PROACTIVE POSTS



Basketball

Visual: Basketball with graphic seat belt w/
#ClickLove.

FB Post Copy: #ClickLove by buckling yourself
up...without you, there'd be nobody to endlessly try
the ol' "spin the ball on my finger" trick.
#ClickItOrTicket

TW Post Copy: #ClickLove & buckle yourself up...
without you, there'd be nobody to endlessly try the
ol' "spin the ball on my finger" trick.
#ClickItOrTicket

IG Post Copy: #ClickLove by buckling yourself up...
without you, there'd be nobody to endlessly try the
ol' "spin the 🏀 on my finger" trick.
#ClickItOrTicket

PROACTIVE POSTS



Milk Jug

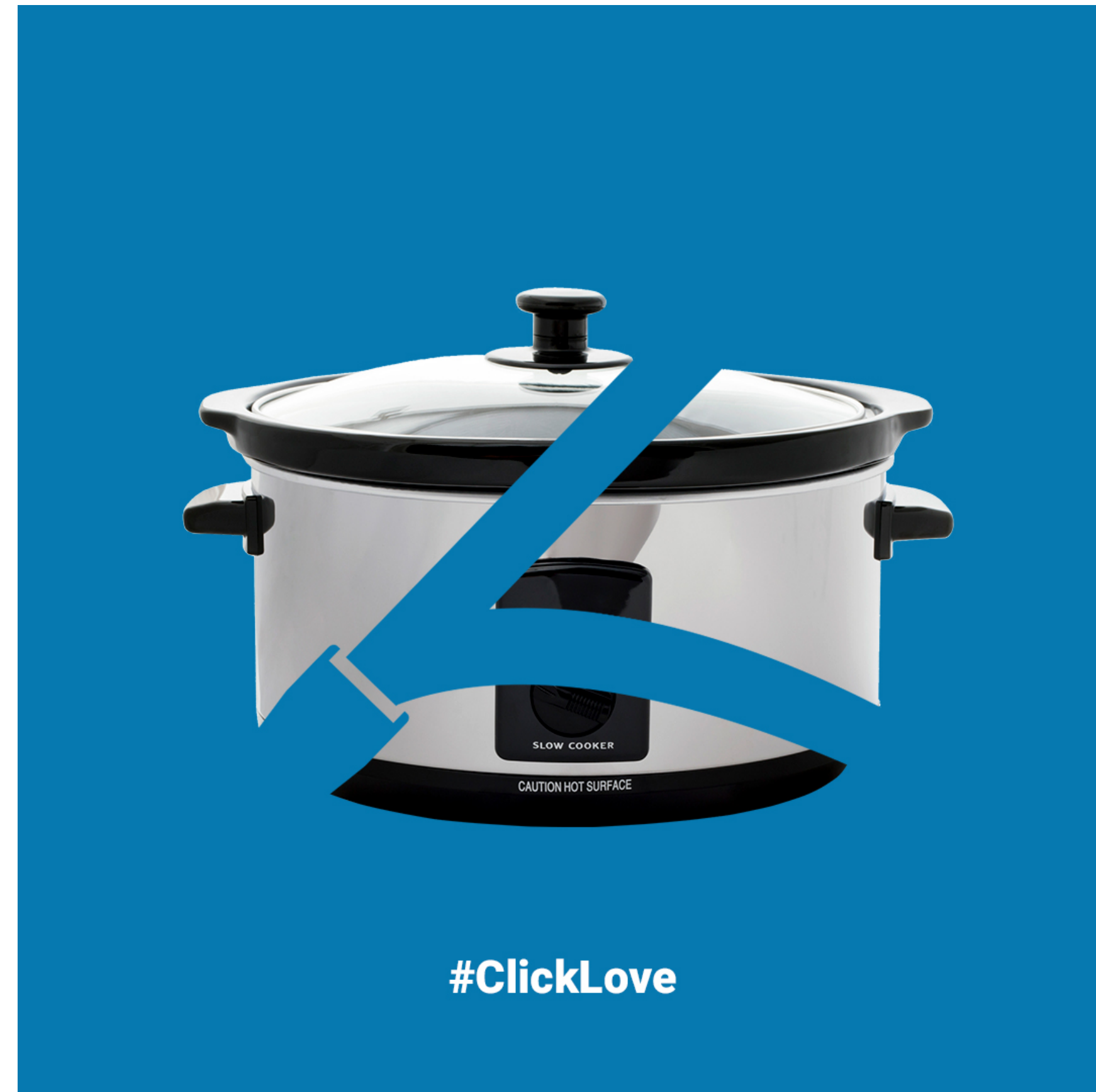
Visual: Milk Jug with graphic seat belt w/
#ClickLove.

FB Post Copy: We appreciate the dedication to
your daily intake of Vitamin D, but remember to
buckle yourself up too. #ClickLove
#ClickItOrTicket

TW Post Copy: We appreciate the dedication to
your daily intake of Vitamin D, but remember to
buckle yourself up too. #ClickLove
#ClickItOrTicket

IG Post Copy: We appreciate the dedication to your
daily intake of Vitamin D, but remember to buckle
yourself up too. #ClickLove #ClickItOrTicket

PROACTIVE POSTS



Crock-pot

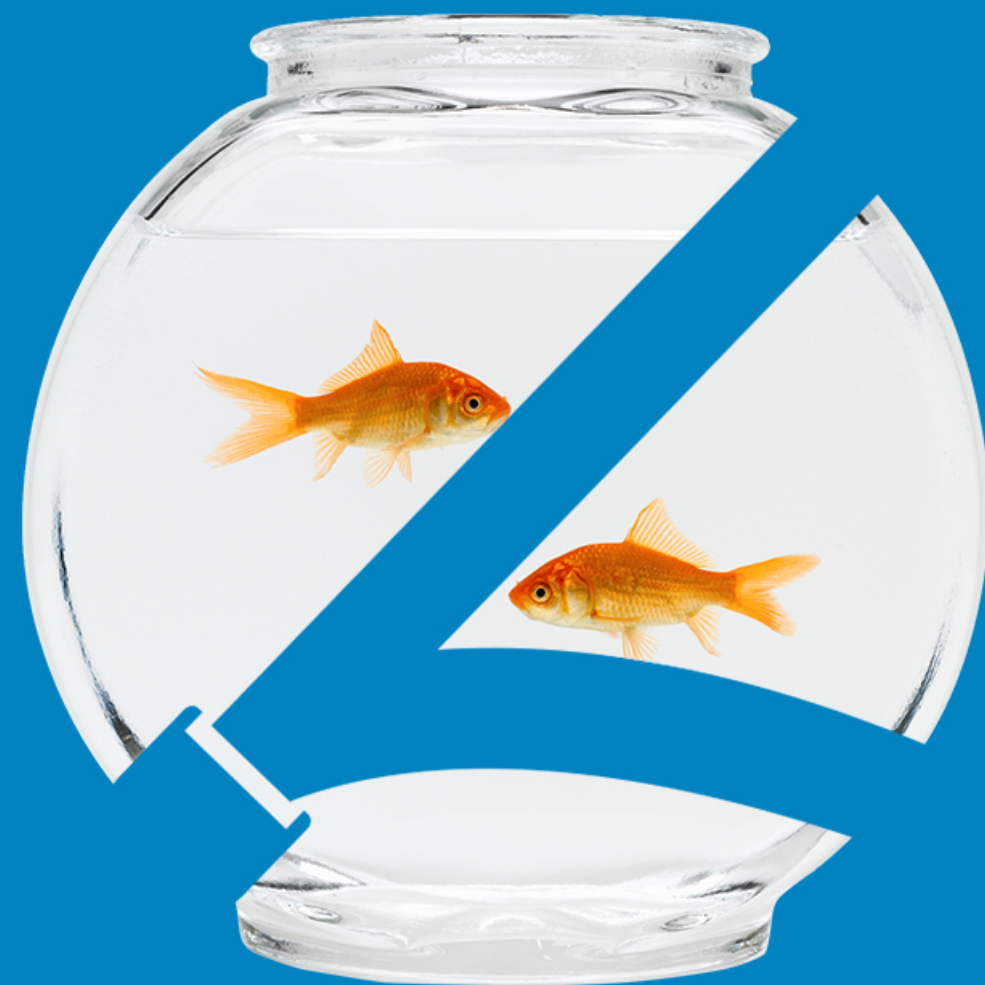
Visual: Crock-pot with graphic seat belt w/
#ClickLove.

FB Post Copy: Hard to believe whatever you're
cooking, as delightful as it surely is, is more valuable
than you. #ClickLove by buckling yourself up.
#ClickItOrTicket

TW Post Copy: Whatever you're cooking, delightful as
it surely is, can't be more valuable than you.
#ClickLove by buckling yourself up. #ClickItOrTicket

IG Post Copy: Hard to believe whatever you're
cooking, as delightful as it surely is, is more valuable
than you. #ClickLove by buckling yourself up.
#ClickItOrTicket

PROACTIVE POSTS



#ClickLove

Goldfish in Fishbowl

Visual: Fishbowl with graphic seat belt w/ #ClickLove.

FB Post Copy: #ClickLove by buckling yourself up too...without you, pretty soon these guys are gonna start wondering where lunch is. #ClickItOrTicket

TW Post Copy: #ClickLove by buckling yourself up too...without you, pretty soon these guys are gonna start wondering where lunch is. #ClickItOrTicket

IG Post Copy: #ClickLove by buckling yourself up too...without you, pretty soon these guys are gonna start wondering where lunch is. #ClickItOrTicket

PROACTIVE POSTS



#ClickLove

Pumpkin

Visual: Pumpkin with graphic seat belt w/ #ClickLove.

FB Post Copy: Looks like he'll live on to become a great jack o'lantern. Now #ClickLove and buckle up yourself too. #ClickItOrTicket

TW Post Copy: Looks like he'll live on to become a great jack o'lantern. Now #ClickLove and buckle up yourself too. #ClickItOrTicket

IG Post Copy: Looks like he'll live on to become a great 🎃. Now #ClickLove and buckle up yourself too. #ClickItOrTicket

PROACTIVE POSTS



#ClickLove

Game Console

Visual: Game Console with graphic seat belt w/ #ClickLove.

FB Post Copy: Hey hey hey, it's just a game. But you definitely aren't - buckle yourself up to play another day. #ClickLove #ClickItOrTicket

TW Post Copy: Hey hey hey, it's just a game. But you definitely aren't - buckle yourself up to play another day. #ClickLove #ClickItOrTicket

IG Post Copy: Hey hey hey, it's just a 🎮. But you definitely aren't - buckle yourself up to play another day. #ClickLove #ClickItOrTicket

PROACTIVE POSTS



#ClickLove

Foam Finger

Visual: Foam Finger with graphic seat belt w/ #ClickLove.

FB Post Copy: You can always buy another one at the game, but you're irreplaceable. So #ClickLove & buckle yourself up! #ClickItOrTicket

TW Post Copy: You can always buy another one at the game, but you're irreplaceable. So #ClickLove & buckle yourself up! #ClickItOrTicket

IG Post Copy: You can always buy another one at the game, but you're irreplaceable. So #ClickLove & buckle yourself up! #ClickItOrTicket

PROACTIVE POSTS



#ClickLove

Holiday Present

Visual: Holiday present with graphic seat belt w/
#ClickLove.

FB Post Copy: The concern for everyone else is a nice touch, but no gift is better than your own safety.
#ClickLove by buckling yourself up too.
#ClickItOrTicket

TW Post Copy: The extra care is a nice touch, but no gift is better than your own safety. #ClickLove by buckling yourself up too. #ClickItOrTicket

IG Post Copy: The concern for everyone else is a nice touch, but no 🎁 is better than your own safety.
#ClickLove by buckling yourself up too.
#ClickItOrTicket

PROACTIVE POSTS



#ClickLove

Flowers

Visual: Flowers with graphic seat belt w/ #ClickLove.

FB Post Copy: Sure that special someone would love the flowers, but they (we assume) love you more. So #ClickLove and buckle yourself up too. #ClickItOrTicket

TW Post Copy: That special someone would love the flowers, but they (we assume) love you more. So #ClickLove and buckle yourself up too. #ClickItOrTicket

IG Post Copy: Sure that special someone would love the 🌷,, but they (we assume) love you more. So #ClickLove and buckle yourself up too. #ClickItOrTicket

PROACTIVE POSTS



#ClickLove

Snare Drum

Visual: Snare drum with graphic seat belt w/ #ClickLove.

FB Post Copy: Drums can't play themselves - be sure to buckle yourself up too and keep that backbeat swinging. #ClickLove #ClickItOrTicket

TW Post Copy: Drums can't play themselves - be sure to buckle yourself up too and keep that backbeat swinging. #ClickLove #ClickItOrTicket

IG Post Copy: Drums can't play themselves - be sure to buckle yourself up too and keep that backbeat swinging. #ClickLove #ClickItOrTicket

SOCIAL CONTENT

Visual Elements.

SOCIAL CONTENT VISUALS ARE COMPRISED
OF FOUR MAIN ELEMENTS:

Object.

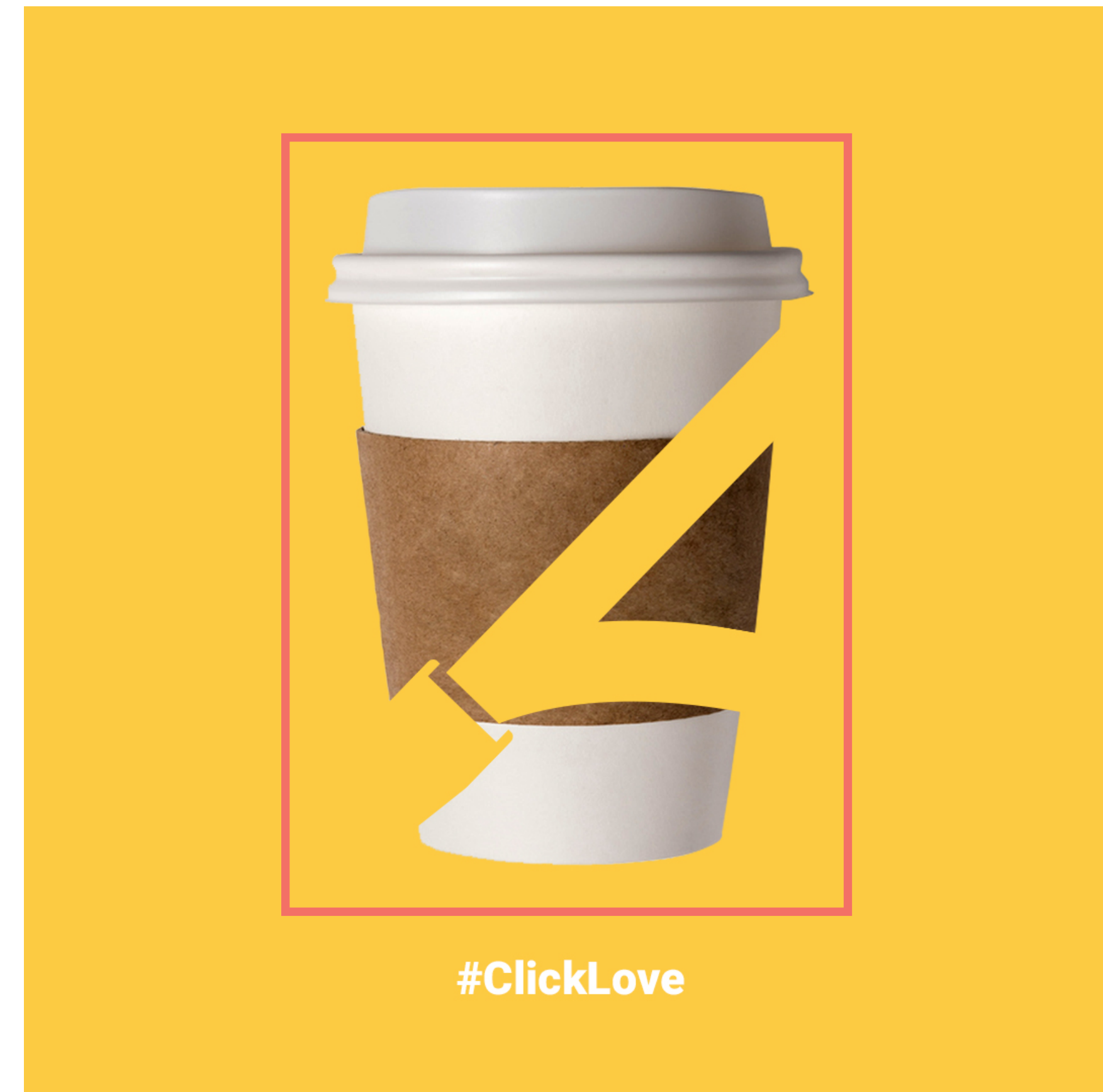
Background.

Seat belt Graphic.

Hashtag.

Object.

The object in the post should always be easily recognizable. It should be a fairly simplistic image to preserve the minimalist nature of the visuals. Objects should always be photo-realistic.



[Please find the Photoshop template here.](#)

Background.

The background of every post should be a flat, brand color. Do not use gradients, a combination of colors, or colors that are off-brand.

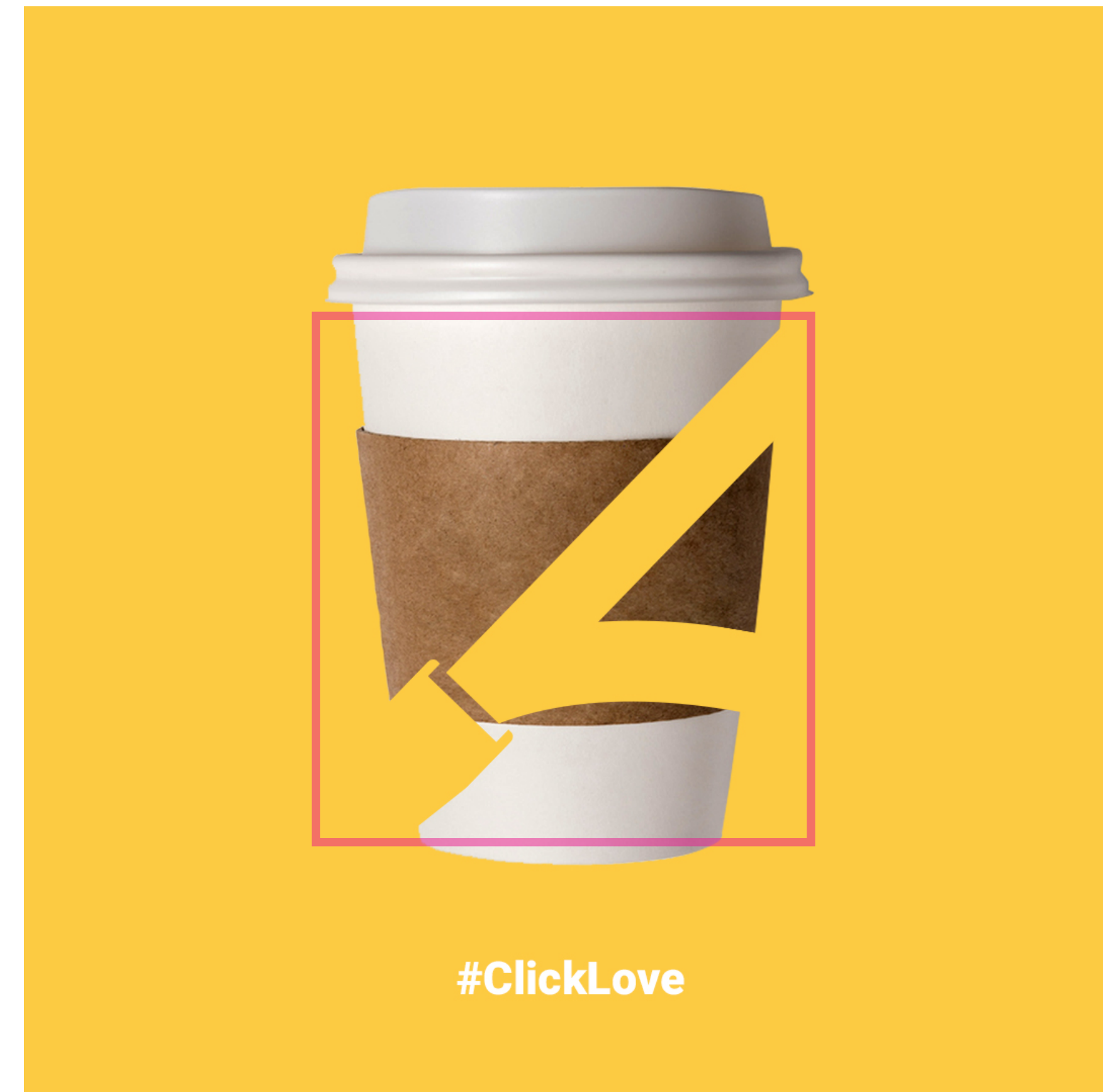
See page 39 for color guidelines.



Please find the Photoshop template [here](#).

Seat belt Graphic.

The seat belt graphic communicates the importance of buckling up the things you love. Using the provided template, ensure that the seat belt graphic overlays on the object without obscuring it. The seat belt is always the same flat brand color as the background.

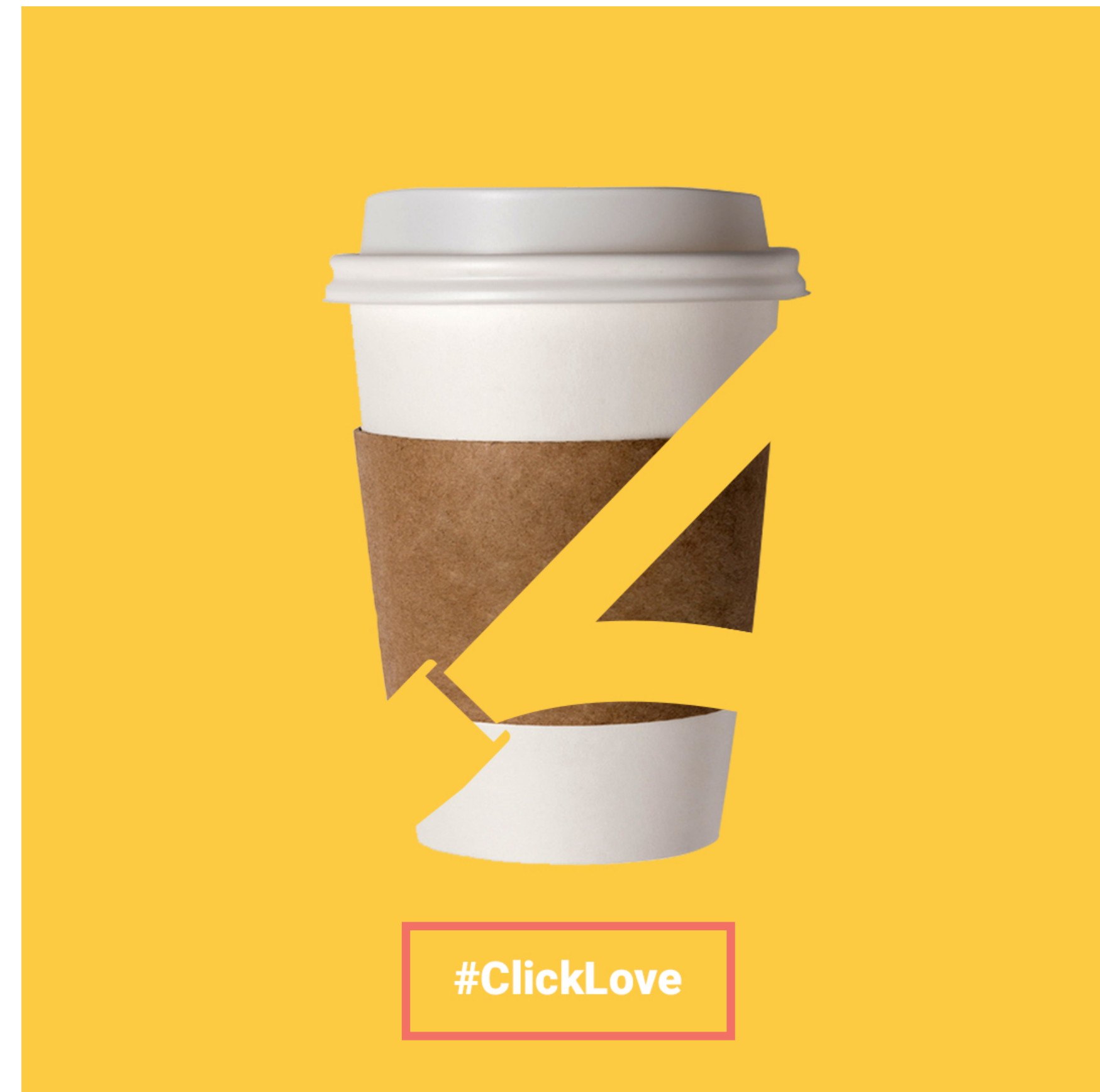


[Please find the Photoshop template here.](#)

Hashtag.

To ensure the hashtag #ClickLove is always a part of these posts, even when shared, it must be included within each visual.

#ClickLove is always centered at the bottom of the frame and set in Roboto Black. The hashtag should always be white.



[Please find the Photoshop template here.](#)

Color.

Always use the brand colors to the right in proactive posts. Only one color should be used in any given post, and should be applied to both the seat belt graphic and the background.



Dark Blue
HEX#: 13386e



Medium Blue
HEX#: 0579b0



Light Blue
HEX#: 0183c1



Yellow
HEX#: fdc42

Do...

Use brand colors.

Use discernible objects.

Use the seat belt graphic.

Include #ClickLove at the bottom center of the frame.

Center main visual.

Avoid text other than the hashtag within the image.

Don't...

Use colors outside of the brand colors.

Use indiscernible objects.

Omit the seat belt graphic.

Omit the hashtag.

Place the main object to the left or right within the frame.

Put text on the image.

Thank You.

