

Social Media Posts

Slim Whims

Post 1: A post that encourages your audience to join the conversation



Caption: New year, new me. What are your new year resolutions? [#healthydiet](#)
(Most people want to lose weight on new years)

Platform: Twitter

Post 2: A post that shares someone else's content (e.g. retweet, article, share, etc.)



Caption: Why not try our diet? #yum #slimwhim
<https://www.washingtonpost.com/wellness/2022/10/18/healthy-eating-aging/>
Platform: Twitter

Post 3: A post that elevates an image with emotional copy/FOMO



SlimWhims

Yesterday at 4:45am · 🌐

When meals are easier, you'll have more time for you.



👍❤️😬 100k

21 Comments 10 Shares



Like



Comment



Share

Caption: When meals are easier, you'll have more time for you.

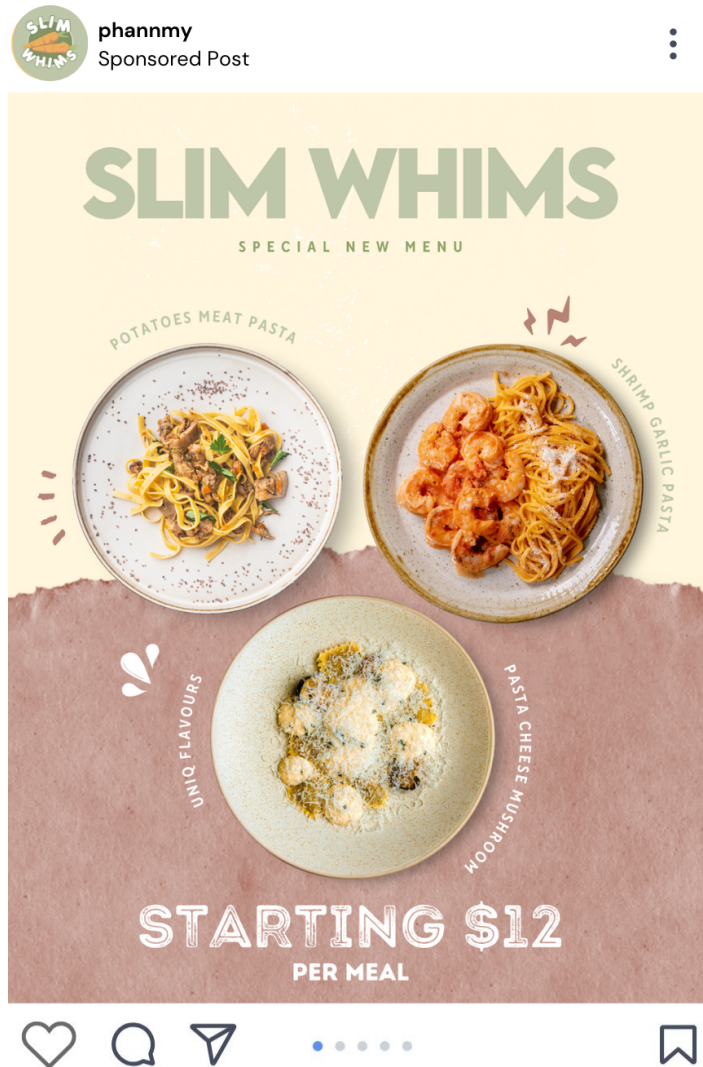
Platform: Facebook, Instagram

Post 4: A post that leverages FOMO



Caption: With the amount of comments on the previous post, SlimWhims thanks everyone for the love and support. Every meal is for you. [#love](#) [#SlimWhim](#) (b/c all the reviews are positive, making people feel left out that they aren't trying it)
Platform: Instagram

Post 5: A paid post that would explicitly promote the product



Caption: Now introducing SlimWhims new pasta menu! Even pasta can be healthy. Starting at the price of \$12.00, get yours today!

Platform: Instagram

Post 6: A paid post that would explicitly promote the product



Start From
\$12.00
All Meals

Delicious Food
Taste the Transformation

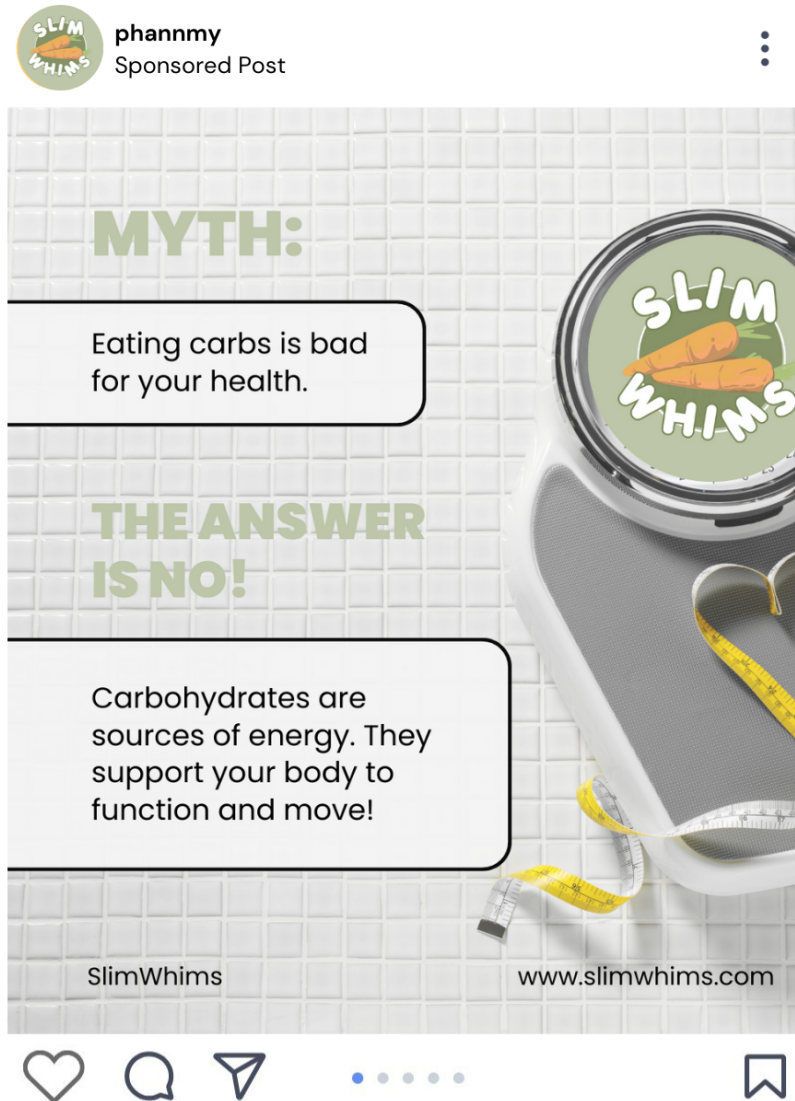
Buy Now 

SLIMWHIMS INC. ©

Caption: N/A; Include clickable link to www.slimwhims.com

Platform: Stories; Facebook, Instagram, Pinterest

Post 7: A post that encourages your audience to join the conversation



Caption: Did you know? Not all carbs are bad for you! They are your body's source of energy and fuel you throughout your day. Check out our new pasta menu on our website! www.slimwhims.com

Platform: Instagram, Facebook, Instagram/Facebook Stories