

A person is swimming in the ocean, with a large wave breaking in the background. The person is wearing sunglasses and has their arms outstretched. The water is a light blue-grey color, and the sky is a pale, hazy blue.

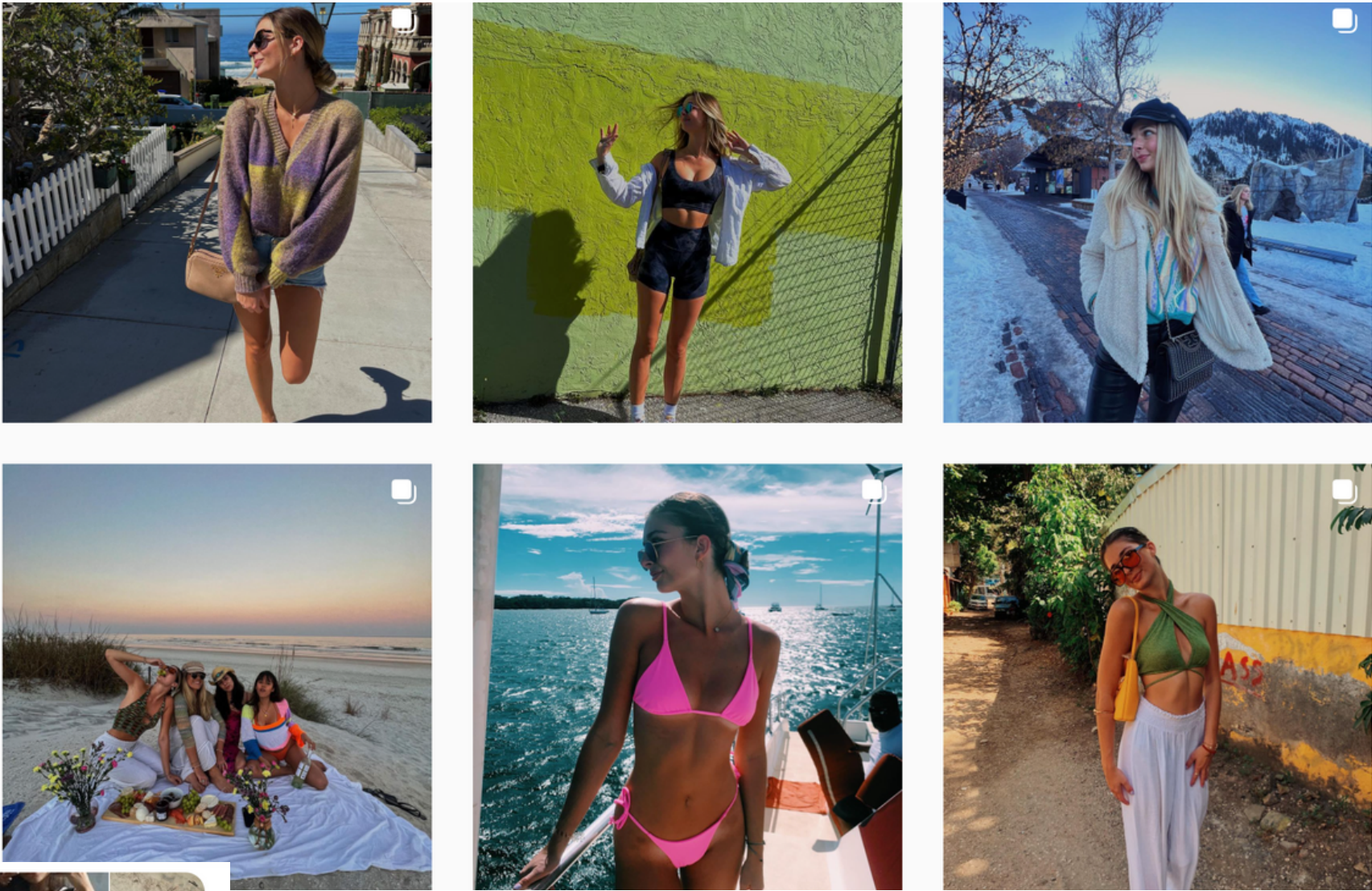
Social Media Design Aesthetic

LAUREN DANA

Samples

In the past, I have managed a couple of Instagram accounts (Frank Gathering and UF Student Gov); however, currently, I only manage my own.

INSTAGRAM: @LAURENDANA



PINTEREST: LAURENDANAA



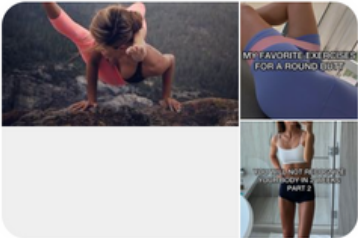
fashion
2,259 Pins 3w



eats
5 Pins 5w



things i like
638 Pins 5w



Get fit
90 Pins 5w



immaculate vibes
109 Pins 5w



hair
158 Pins 5w



jewelz
18 Pins 5w



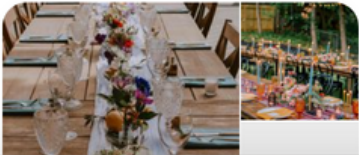
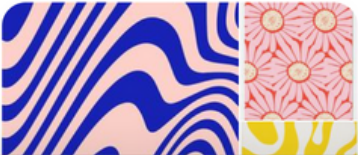
pic inspo
61 Pins 10w



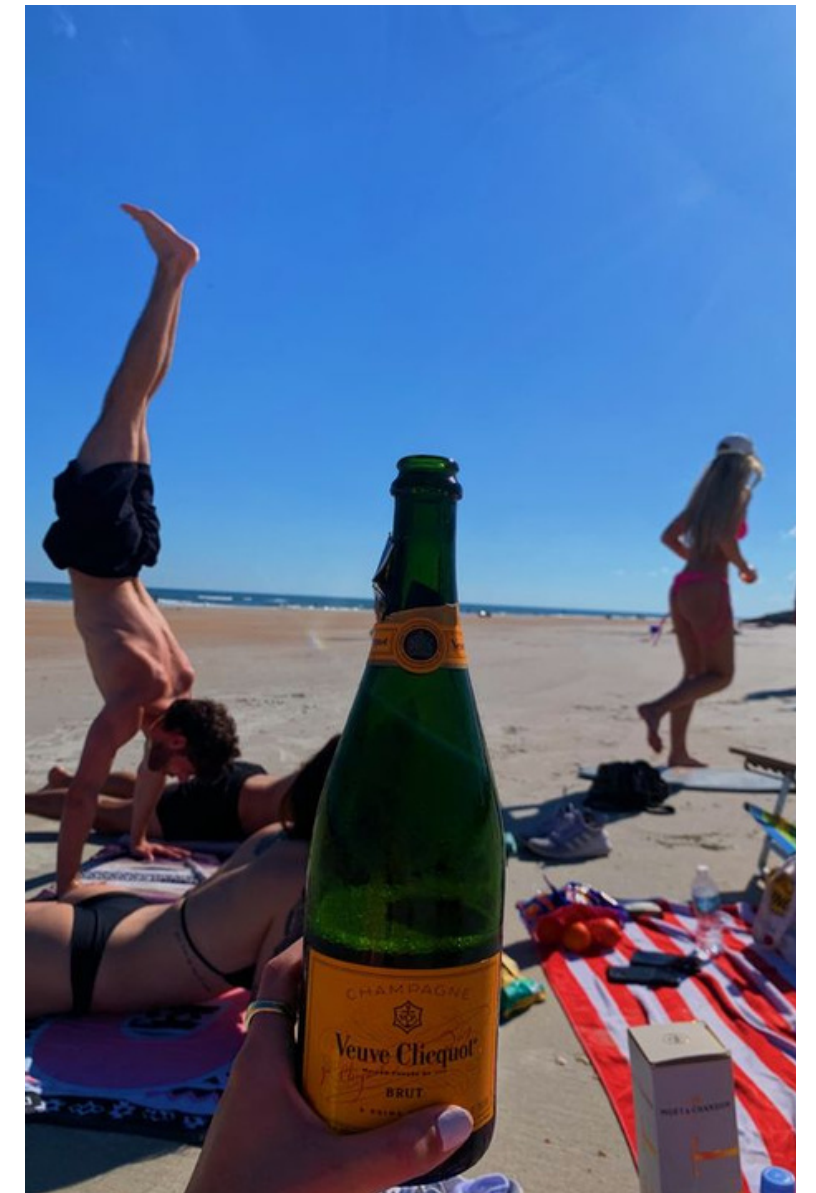
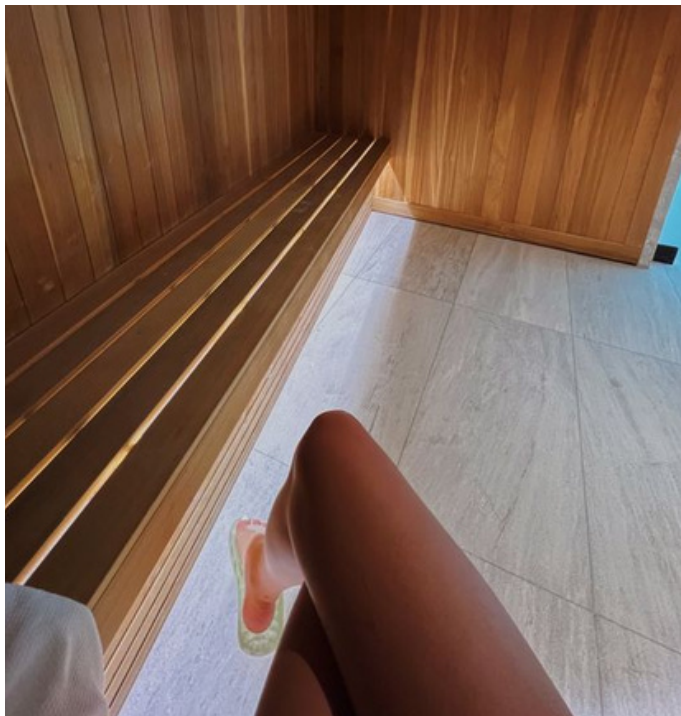
plane emoji
27 Pins 10w



Galentines<3
13 Pins 10w

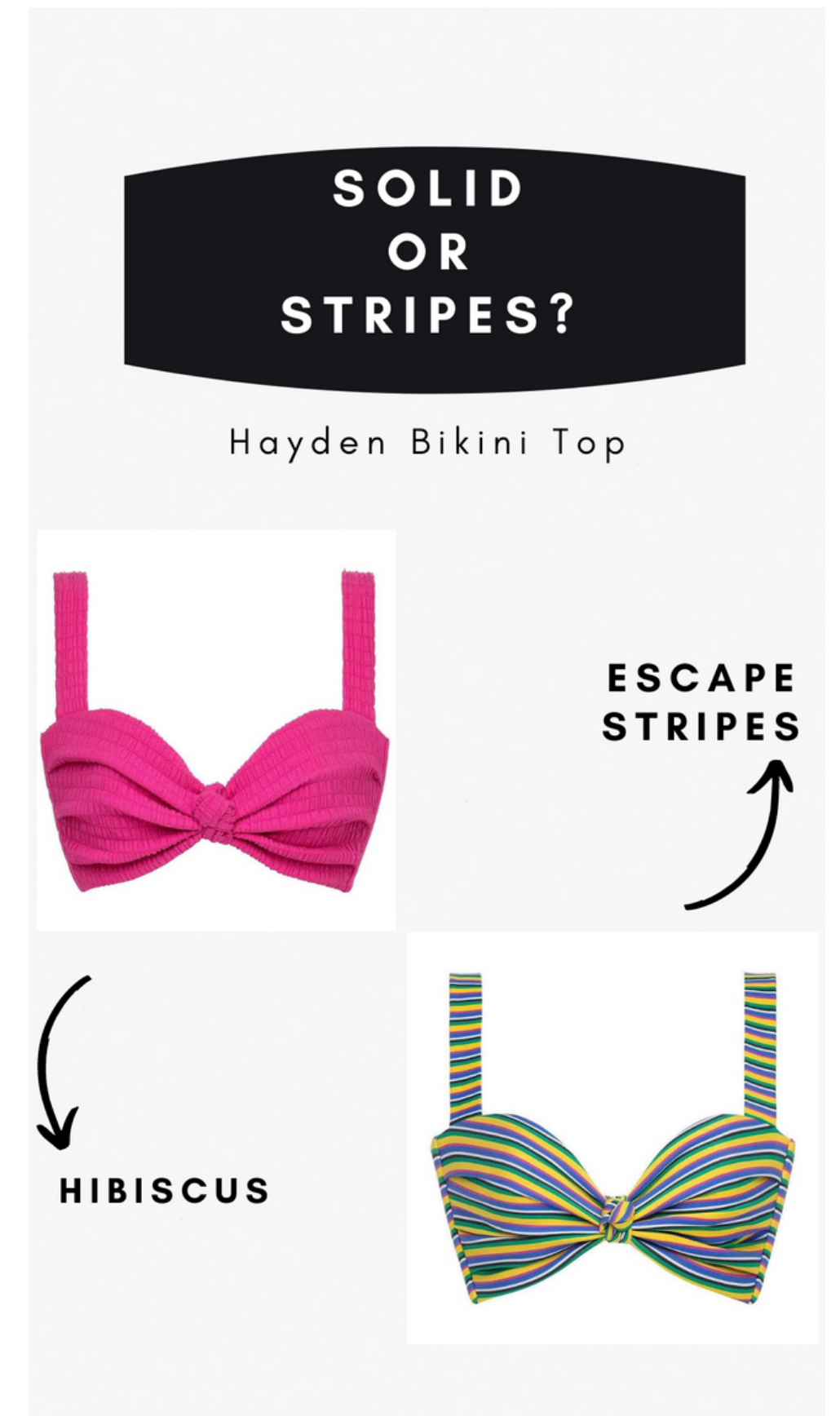


RELEVANT PHOTOGRAPHY



Graphic design is not necessarily my calling; however, I am familiar with Adobe Cloud and I am a quick learner. (I tried my best on these designs)

Instagram story templates



Current feed as of April 13th:



2:36



MONTCE_SWIM
Posts

Follow



montce_swim



121 likes

montce_swim Happy happy Wednesday. @_ in our bandeau top
5 hours ago



montce_swim



2:36

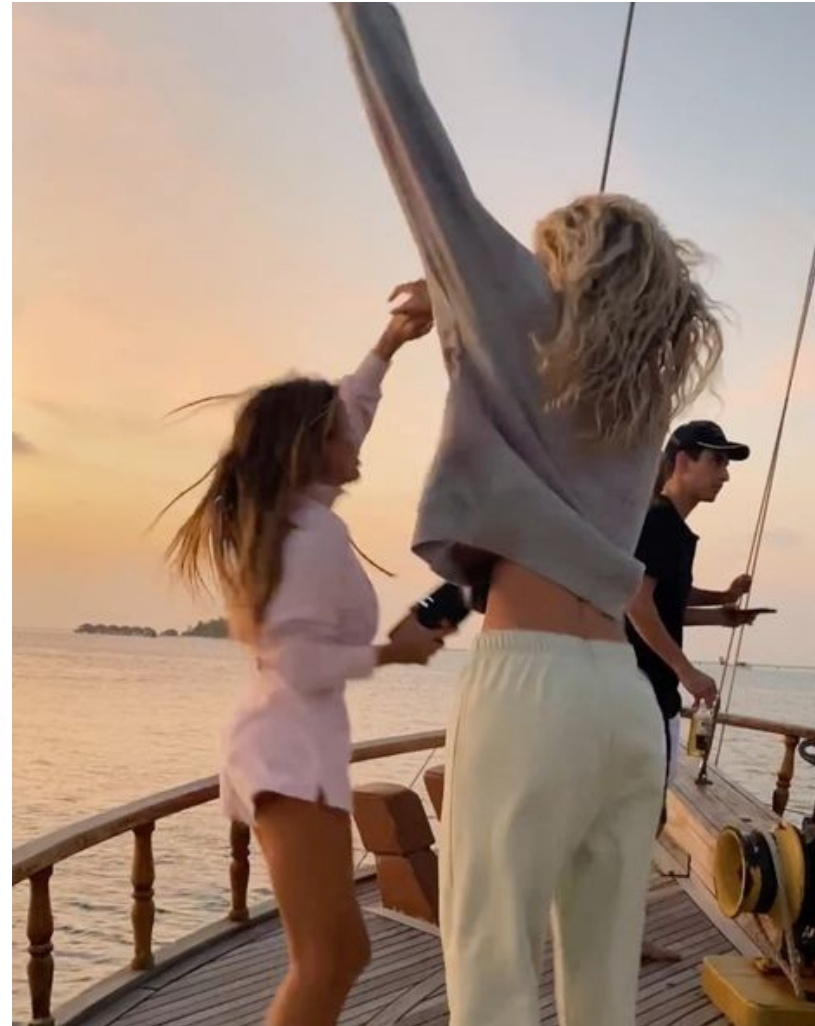


MONTCE_SWIM
Posts

Follow



montce_swim



121 likes

montce_swim It's starting to feel like summer☆☆

5 hours ago



montce_swim



2:36

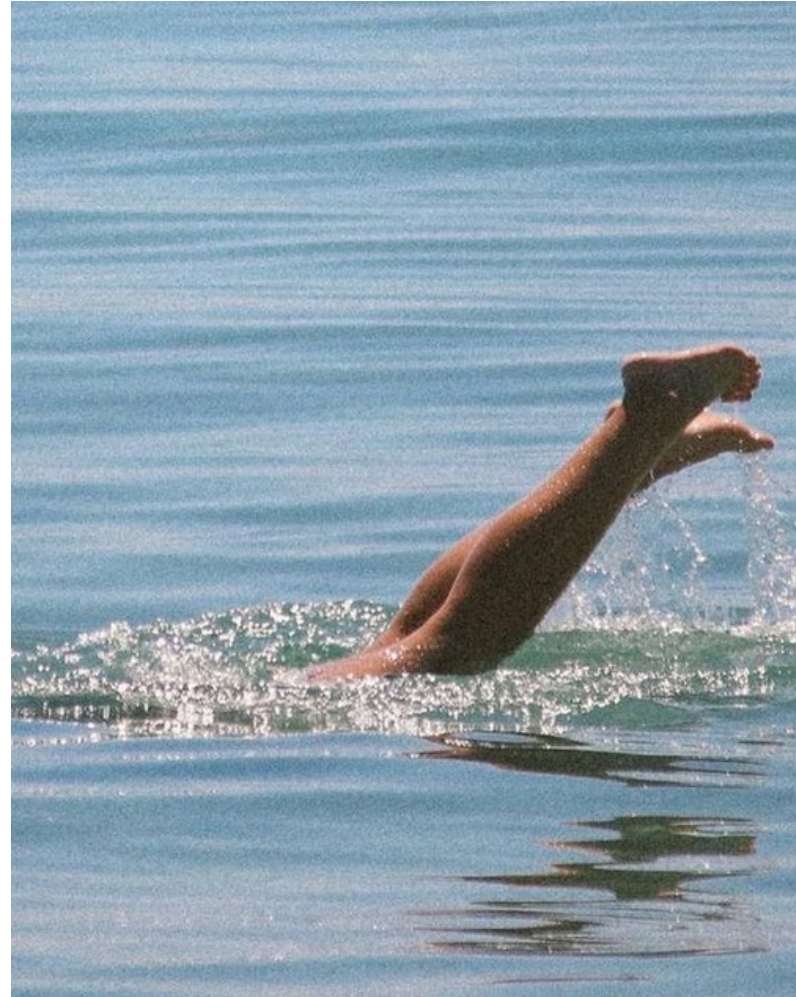


MONTCE_SWIM
Posts

Follow



montce_swim



121 likes

montce_swim Diving into the weekend like

5 hours ago



montce_swim



2:36



MONTCE_SWIM
Posts

Follow



montce_swim



121 likes

montce_swim Buns out this weekend

5 hours ago

Shop our Jade Sparkle collection on Montce.com



montce_swim



2:36



MONTCE_SWIM
Posts

Follow



montce_swim



121 likes

montce_swim No Sunday scaries here

5 hours ago



montce_swim



2:36



MONTCE_SWIM
Posts

Follow



montce_swim



121 likes

montce_swim It's a perfect day to shop our Spring '22
collection
5 hours ago Visit Montce.com



montce_swim



2:36



MONTCE_SWIM
Posts

Follow



montce_swim



121 likes

montce_swim Summer is loading...

5 hours ago



montce_swim



2:36



MONTCE_SWIM
Posts

Follow



montce_swim



121 likes

montce_swim Never have another bad hair day in our
5 hours ago Seaside Boater hat



montce_swim



2:36



MONTCE_SWIM
Posts

Follow



montce_swim



121 likes

montce_swim Halfway through the week ✨✨

5 hours ago



montce_swim



2:36

MONTCE_SWIM

Posts

Follow



montce_swim

...



121 likes

montce_swim

Added coverage? We got it covered ;)
Shop our Helena Floral Added Coverage Paulina Bikini Bottom

5 hours ago



montce_swim

...

2:36



MONTCE_SWIM
Posts

Follow



montce_swim



121 likes

montce_swim A jade sparkle pouch purse. What more
could you want? Coming soon to
Montce.com**😊

5 hours ago



montce_swim



2:36

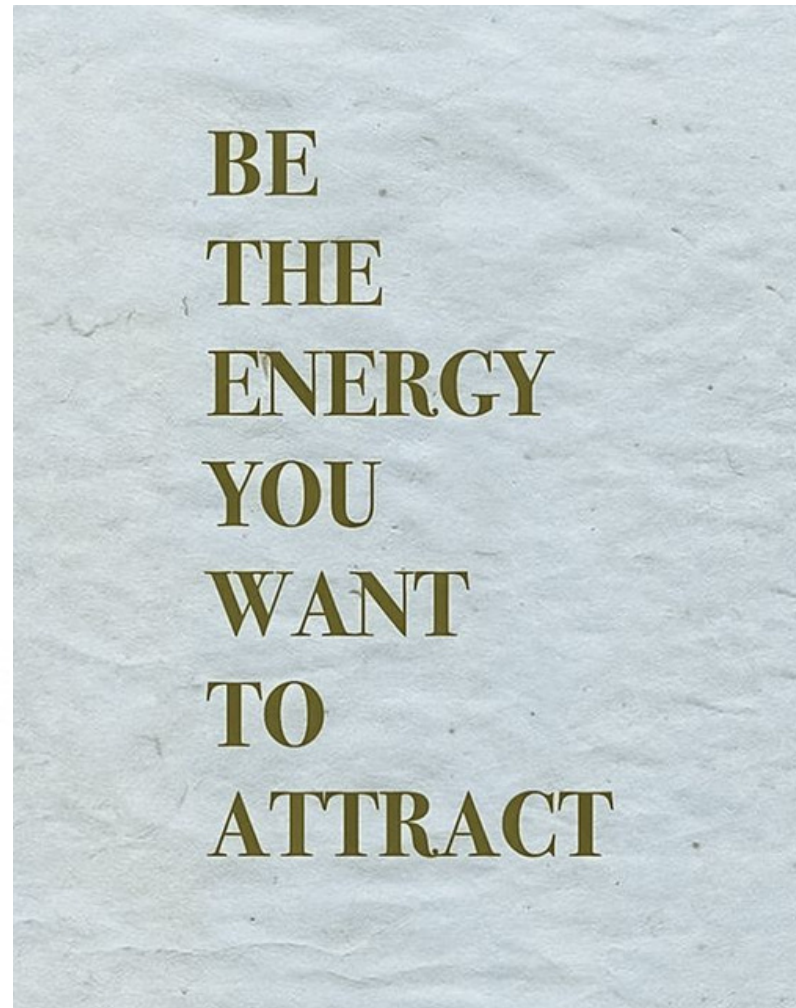


MONTCE_SWIM
Posts

Follow



montce_swim



121 likes

montce_swim Sunday thoughts

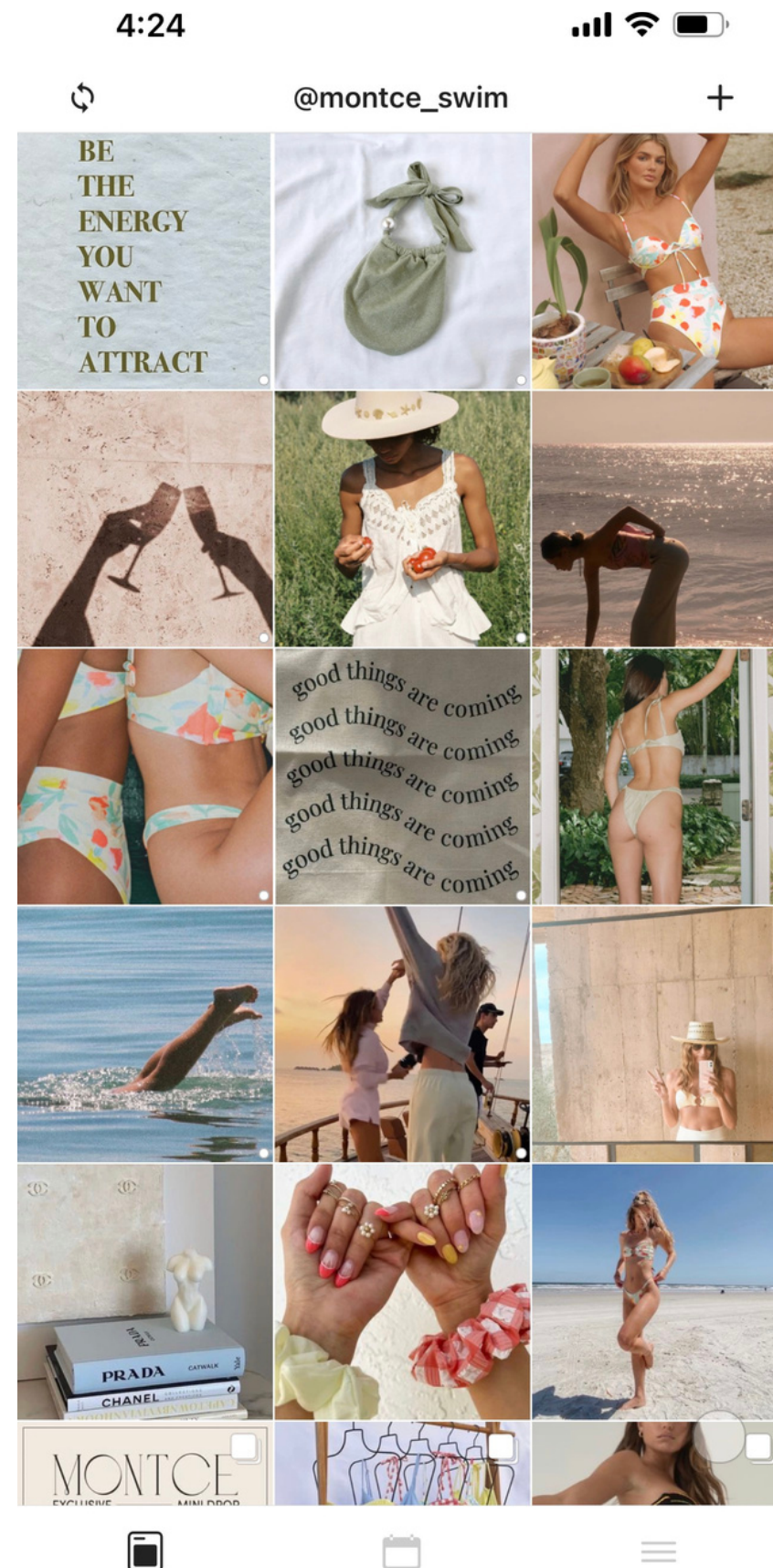
5 hours ago



montce_swim



Gridded Format



Improving Social Media Strategies



Tip 1: Making captions/written content more authentic

One of the most important and easiest ways to increase engagement is to make your audience feel connected. Maybe start by introducing store associates or real people behind Montce that followers can relate to.

Tip 2: Instagram story polls

No one passes up a good Instagram story poll if it's eye-catching enough. Creating outfits with Montce pieces and allowing followers to pick their favorite will help them feel connected to the brand and will increase interest.

Tip 3: Increase partnership with micro-influencers.

I think working with micro-influencers is one of the most important things for brand growth. Finding some smaller accounts with a very engaged following is an easy and cheap way to increase social media engagement.

Improving Social Media Strategies



Tip 1: Post some of the most liked/most popular images from Montce before re-pinning

New images tend to get more engagement on Pinterest, so uploading photos onto the app will directly will increase engagement before interacting with other accounts.

Tip 2: Post videos

You don't always think of videos coinciding with Pinterest, but they actually create a lot of engagement. Posting from Tik Tok has a good probability of receiving more engagement.

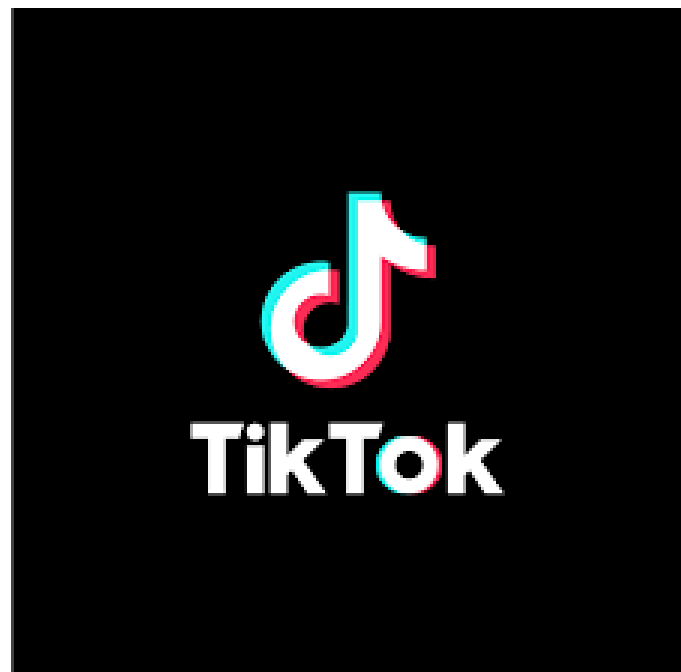
Tip 3: Create a Pinterest posting schedule.

In order to be consistent on Pinterest, it's easier to just schedule posts. Pinterest isn't a social media account that depends on personal interaction and communication with others, so having a posting schedule is the easiest way to stay on track.

Improving Social Media Strategies

Tip 1: 3 posts per day

The more you post on Tik Tok, the more likely you are to be featured on the FYP. Always keeping in mind: quality over quantity.



Tip 2: Combine popular sounds with a caption on every post.

Seeking out the most popular but not saturated Tik Tok sounds is super important when increasing brand growth. Along with this, adding a caption to every single video increases engagement and watch-time.

Tip 3: Allow the audience to interact with the creator of the Tik Tok's

There are so many brands out there that are not authentic on Tik Tok. You can tell that they aren't so passionate about their brand and more-so want to crank out content. By allowing the audience to meet and interact with Montce workers, more people will want to watch.

Top 5 Influencers to gift:

- @ALIX_EARLE



She has a substantial following on both Tik Tok and Instagram. She has really high engagement on her posts and she is a student at Univ of Miami so she has a lot of South Florida followers

- LAUREN GIRALDO

Lauren has the largest following of these 5 but I feel as though she is very personable with her followers and she can create a market for Montce on YouTube as well

- KYLEE CAMPBELL

Her aesthetic aligns perfectly with Montce. She has a night lux meets Australian summer vibe along with a loyal following.

- LEXI HIDALGO



Lexi has a pretty big following and her aesthetic is very beachy and active. She has a super loyal following.

- @MARTINISLUT(TIK TOK)

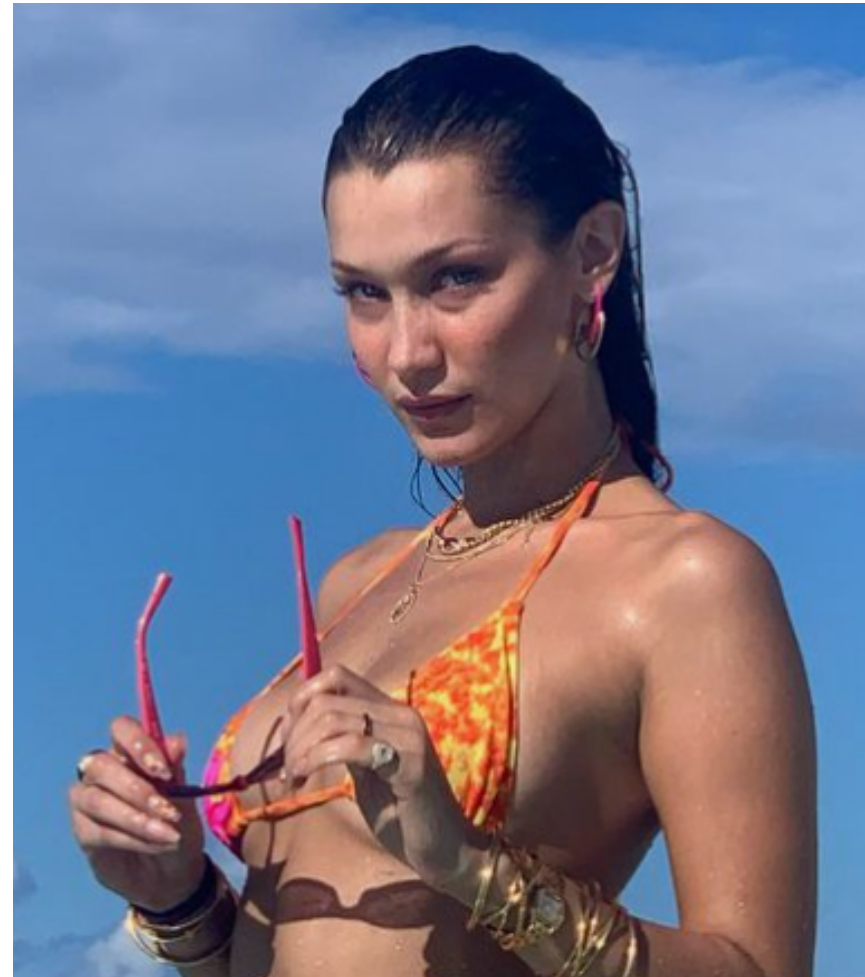


She has a medium sized audience on Tik Tok, but all her videos get lots of views from her engaged followers and she is a Miami local so she has a big audience down here.

My faves

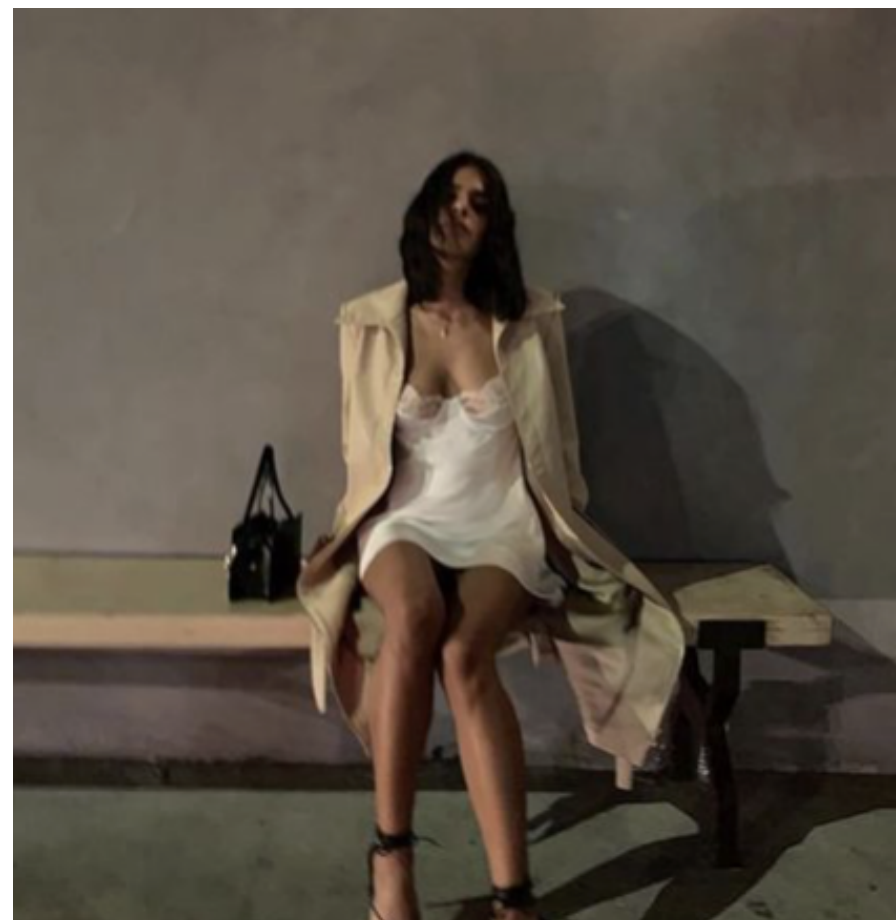
Bella Hadid:

She has such an elegant aura about her without seeming too intimidating. Her social media presence seems so authentic and her style is "to die for, no?"



Mirror Palais:

I love this brand for their dainty tops and dresses. Everything they make looks so elegant, flowy, and effortless. It reminds me of walking through the streets of Paris in the summer with a bottle of white wine.



Orion Carloto:

Probably one of my favorite Instagram accounts. She is a beautiful poet and fashion icon with a warm aura. She walks the line of being aesthetically pleasing but also being personable and real with her followers.

Most aligned with Montce

LSpace:

LSpace is a swimwear company like Montce. I find their styles and overall aesthetic to align super well with Montce. And women owned like Inamorata!!

@_Lilikoi

She is a model, mostly focusing on beach/swimwear. Her aesthetic is earthy, floral and sunny. I could see her walking around in Montce bikinis in Hawaii.

Inamorata

Inamorata is a swimsuit company made by Emily Ratajkowski. It aligns with Montce because both brands are simplistic but fun and chic. Both have similar minimalistic aesthetic and attract young adults.



L★SPACE™
by monica wise

