



KC GREEN  
THEKCGREEN.COM  
KACEE@THEKCGREEN.COM

# SOCIAL MEDIA SAMPLES



vanillagiftcards • Follow



vanillagiftcards #SquadGoals! Our squad receives no purchase fees w Promo Code: VGHEARTSIG

27w



realmomma @\_20\_verge\_01\_

27w Reply



l.brezzy\_ ❤️❤️❤️



454 likes

FEBRUARY 13

Add a comment...



New Relic, Inc.

97,343 followers

Promoted

Start with one click using out-of-the-box bundles of integrations, dashboards, and alerts to get deep insights into your entire stack.



[newrelic.com/io](https://newrelic.com/io)

Observe everything. Code with Anything. Start in minutes with instant observability.

[Sign Up](#)



New Relic, Inc.

97,343 followers

Promoted

Instantly navigate thousands of entities to spot bottlenecks and get to root causes—to solve issues even quicker.



Looking for trouble?  
Troubleshoot faster with  
**New Relic infrastructure monitoring.**

Start Now



Looking for trouble? Troubleshoot faster with New Relic Infrastructure monitoring

[Sign Up](#)

[newrelic.com](https://newrelic.com)

**LinkedIn for Business ads**

Copy by KC Green



New Relic, Inc.  
97,343 followers  
Promoted

Read about the trends that will shape the practice of observability for hyper-growth startups and enterprises.

New Relic.

# O11y

## Trends Report 2022

11 ways you can use modern observability to get past the "what" to uncover the "why."

11 ways you can use modern observability to get past the "what" to uncover the "why."

[newrelic.com](https://newrelic.com)

[Download](#)



New Relic, Inc.  
97,343 followers  
Promoted

Can you look across your entire stack to resolve issues before customers notice?  
Some teams can.

newrelic

# 27%

Are you in the 27% who have achieved full-stack observability?

[See the Research](#)

Get the 2022 Observability Forecast.

[newrelic.com](https://newrelic.com)

[Learn more](#)

**LinkedIn for Business ads**  
Copy by KC Green

# Developed concept and content for 2020 social media campaign, "Find Your Delight"

**Vanilla Gift**  
January 12 · 🌟

Planning for a weekend escape with your bestie? Tag your travel partner in crime. #YearofWonder

It doesn't matter where you're going, but who's with you on your *journey*

101 11 Comments 18 Shares

Like Comment Share

**Vanilla Gift**  
February 20 · 🌟

Smiles are contagious 😊. Post your favorite smiley gif below.

*Everyone smiles*  
in the same language.

52 15 Comments 5 Shares

**Vanilla Gift**  
January 27 · 🌟

What are you doing to be your best this JanYOUary?

*Treat Yourself*  
the way you treat everyone else - with care.

22 7 Comments 2 Shares

Like Comment Share



Vanilla Gift

January 15 · 🌟



Give the gift of winter fun! Buy online at [VanillaGift.com](http://VanillaGift.com) for NO PURCHASE FEES with PROMO CODE: VANILLAFB.



Vanilla Gift

Gift Shop

Shop Now

👍❤️ 35

5 Comments 1 Share

👍 Like

💬 Comment

➦ Share



Vanilla Gift added 3 new photos.

Jan 27

VDAY - BOL ADS - CAROUSEL

Slide 1: This Valentine's Day, don't miss a beat

Slide 2: With the sweetest of treats!

Slide 3: No purchase fees when you buy online at [VanillaGift.com](http://VanillaGift.com) Promo Code: VGHEARTS



👍 Like

💬 Comment

➦ Share

Wrote content & worked with graphic designers to develop social media ads for Valentines Day campaign

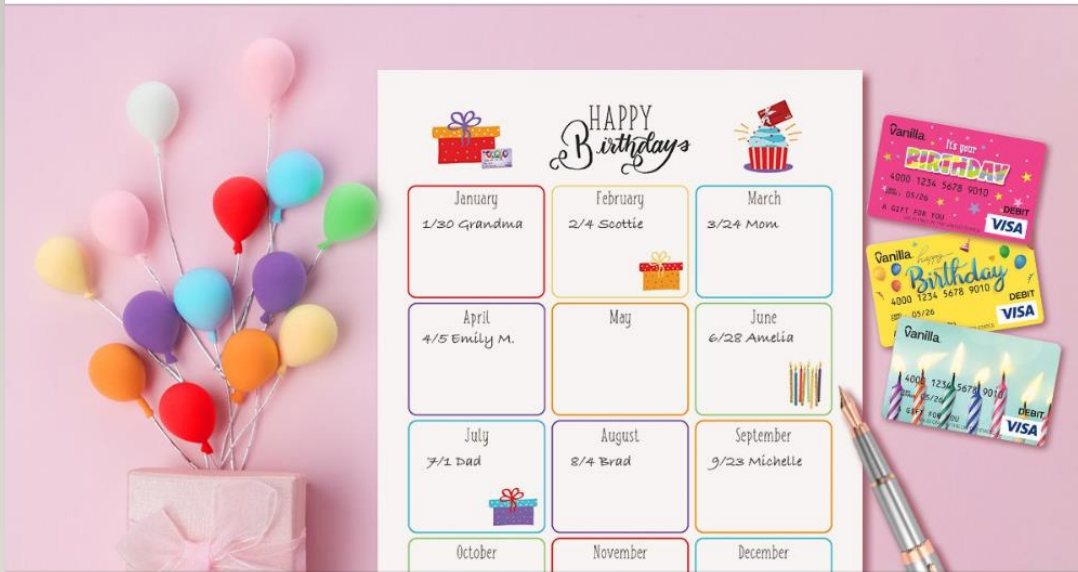


Vanilla Gift

January 3 · 🌟



Our New Year's resolution is no more belated birthday wishes! Download our 2020 Birthday Calendar and never miss another occasion. <https://bit.ly/2Q8BTAs>



👍❤️😮 110

3 Comments 7 Shares

👍 Like

💬 Comment

➦ Share



Vanilla Gift

January 13 · 🌟



Making self-care rule #1 in 2020. What are your favorite ways to #FindYourDelight?



👍❤️ 26

5 Comments

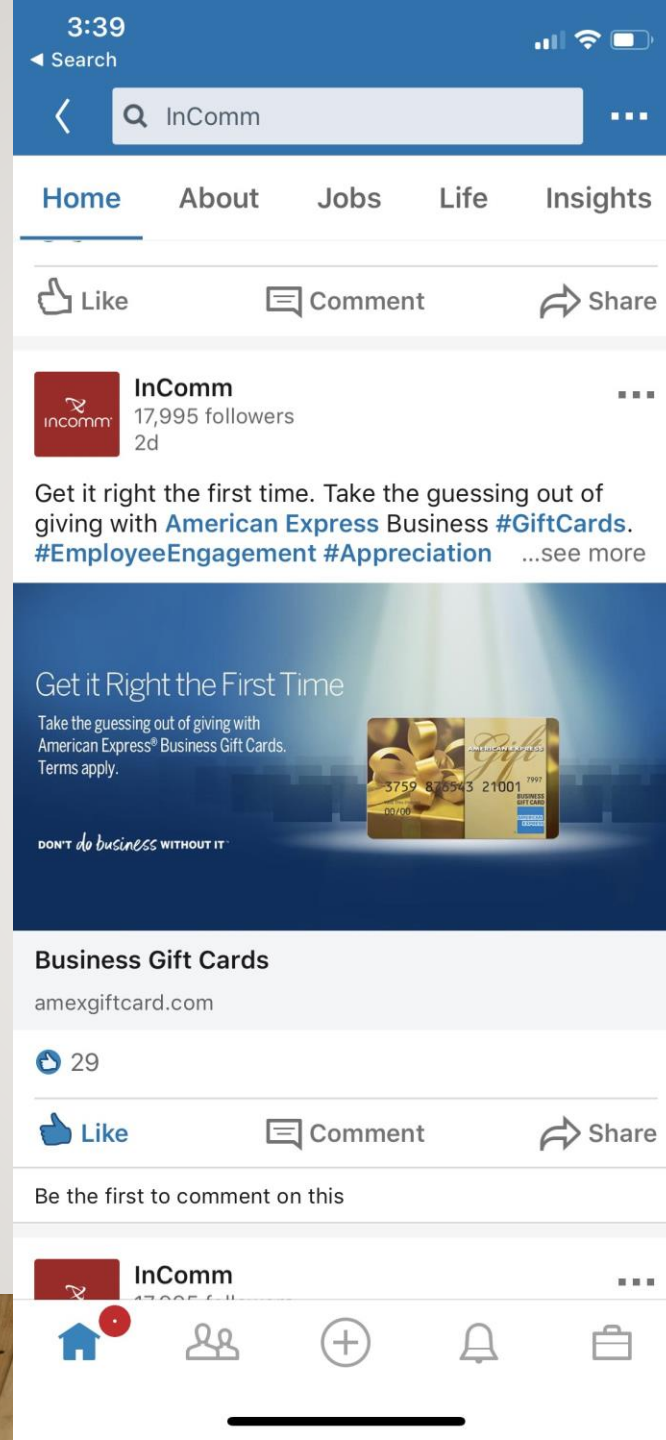
👍 Like

💬 Comment

➦ Share



Wrote copy for targeted Facebook ad





Vanilla Gift

February 27 · 🌸

Check out these delightful ideas to shake off the chills. We have at least three bingos, how about you?

# SnowDayDelight BINGO

Shovel the Driveway 	Build a Snowman 	Play Outside for 30 Minutes 	Write a Story 	Shop Online with My Vanilla Gift Card 
Write an Email 	Drink Hot Cocoa 	Have a Snowball Fight 	Make Your Bed 	Brush/Feed the Dog 
10 Minute Dance Party 	Do a Chore 	<b>FREE SPACE</b> 	Play a Board Game 	Have a Photo Shoot 
Shop Online with My Vanilla Gift Card 	Listen to Music 	Bundle Up 	Buy a Warm Treat with My Vanilla Gift Card 	Watch a Movie 
Organize Your Room 	Play Outside for 30 Minutes 	Shop Online with My Vanilla Gift Card 	Go Sledding 	Play Outside for 30 Minutes 



👍❤️ 219

3 Comments 57 Shares

👍 Like

💬 Comment

➦ Share



Most Relevant



Write a comment...



Vanilla Gift

February 10 · 🌸

What's your love language? Tag bae in the comments.

# 5 Love Languages

- 1 Words or Affirmation**  
I love you like I love Vanilla Gift Cards.
- 2 Acts of Service**  
I'm ordering some dinner with my Vanilla Gift Card. Do you want anything?
- 3 Receiving Gifts**  
I got you a Vanilla Gift Card.
- 4 Quality Time**  
Let's use our Vanilla Gift Card for a date night.
- 5 Physical Touch**  
Swiping Vanilla Gift Cards.

👍❤️😂 154

19 Comments 18 Shares

👍 Like

💬 Comment

➦ Share





# #BeMyVanillaValentine GIVEAWAY



vanillagiftcards • [Follow](#)



vanillagiftcards

#BeMyVanillaValentine GIVEAWAY!!  
Spread the love this Valentine's Day with Vanilla Gift. We're giving away TEN \$100 Vanilla Gift Cards. Treat someone special!  
HOW TO ENTER:  
👉 FOLLOW Vanilla Gift on Instagram  
👉 LIKE this pic  
👉 TAG someone special in this post (US only) Giveaway ends on 2/14 at 11:59 PM EST & the 10 winners will be contacted via DM. See full rules: (link in bio)

10w



13,980 views

FEBRUARY 6

Add a comment...

[Post](#)

Wrote contest giveaway copy successfully increasing shares and site traffic.

Including a Vanilla Visa<sup>®</sup>  
Gift Card in a care package  
is a great way to pass on  
your love.



Content sample from 2019 'Back to School' campaign

Wrote content that successfully matched brand ideals with a difficult national moment

The screenshot shows a social media post from a user named 'Vanilla Gift' dated 'January 27'. The post features a yellow background with a quote by Kobe Bryant: 'The most important thing is to try and inspire people so that they can be great in whatever they want to do. - Kobe Bryant'. The word 'inspire' is written in a purple cursive font, while 'people' is in a larger, purple cursive font. The quote is in a clean, black sans-serif font. The post has 26 likes and 1 share. The interface includes icons for like, comment, and share, and a text input field for comments.

Vanilla Gift  
January 27 · ⚙️

Make every day count. #MondayMotivation

The most important thing  
is to try and  
*inspire*  
*people*  
so that they can be great in  
whatever they want to do.  
- Kobe Bryant

26 1 Share

Like Comment Share

Write a comment...

## How to Make a Spooky and Delightful Halloween Garland



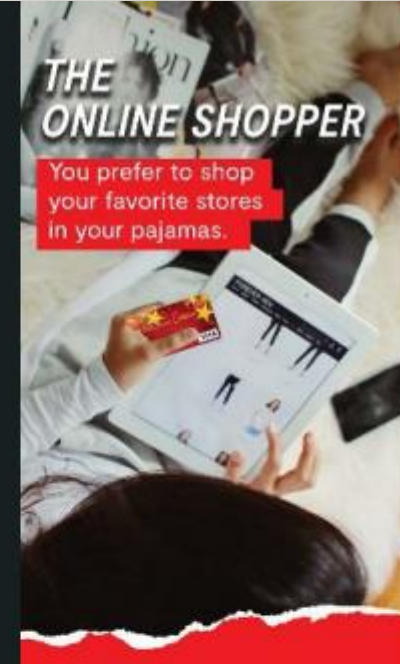
1. Cut out letters for your Halloween greeting.

2. String the letters together.



3. Bring on the the Halloween cheer.





Instagram Stories content to kick off the holiday shopping season

